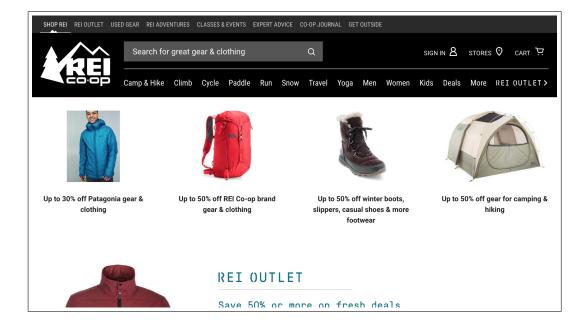COMPUTER SCIENCE TRIPOS Part IA 75%, Part IB 50% – 2019 – Paper 3

6   Interaction Design (hg410)

(a) During your practical session you were asked to create a working app for a chosen primary stakeholder which works on both a desktop and a laptop.

Describe the primary stakeholder the app was developed for, and describe three data gathering techniques your group used for the app to identify the user requirements. Explain the reasons behind this choice.   [5 marks]

(b) Consider a website for purchasing clothing similar to that in the figure below. Would it be more appropriate to use Cognitive Walkthrough or Heuristic Evaluation to evaluate this website? Give three criteria on which to base your decision.   [6 marks]
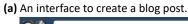
(c) What does Gestalt theory describe and what is its implication for interaction design? Describe which principle(s) are being applied for each item in the figure below, and how, and what it tells us about the interface and the interaction.

[9 marks]

(a) An interface to create a blog post.

(b) The notifications icon in Twitter's interface.

Notifications   Notifications

(c) Layout of Twitter's profile information.

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TWEETS   FOLLOWING   FOLLOWERS
2,378   211   333

Compose new Tweet...

(d) A screenshot of Google maps walking directions.