Interaction Design Supervision

Questions

QUESTION 1

a) Describe what conceptual design and physical design are in the context of interaction design.

[3 marks]

b) List and describe the components of the conceptual model underlying most online shopping websites.

[10 marks]

c) Provide a hierarchical task analysis, both textually and graphically for buying a DVD online.

[7 marks]

QUESTION 2:

(a) List the six principles of Gestalt psychology that have implications on interaction design explaining what each principle is about. Describe with multiple examples how each of these principles were <u>employed</u> and/or were <u>violated</u> in the design of the web page given in Figure 3 below.
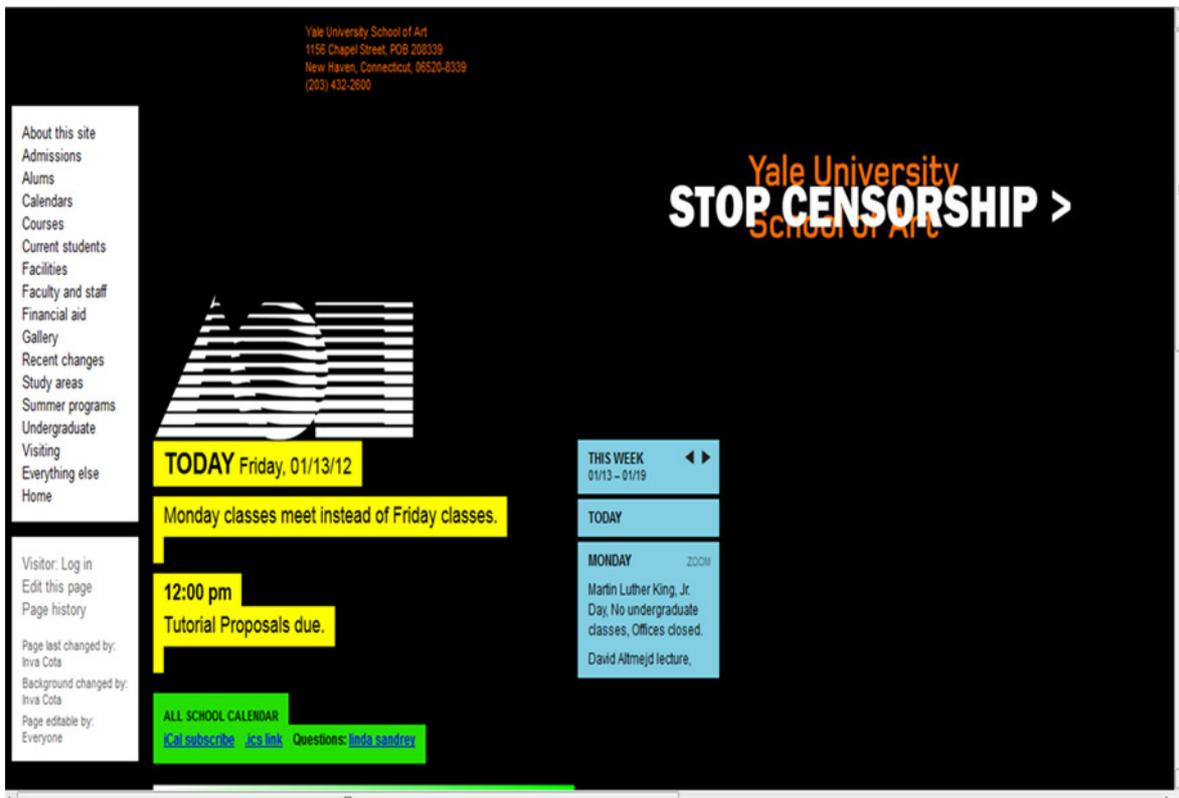
[12 marks]

Figure 3

(b) Describe what the Cognitive Walkthrough is. What are the typical five stages we need to follow through to perform Cognitive Walkthrough? Briefly explain what each step is about.

[8 marks]

QUESTION 3:

(a) Explain what Heuristic Evaluation (HE) is and how it is conducted. List the ten Usability Heuristics used in evaluating user interfaces. Explain the concept of severity rating in the context of HE.
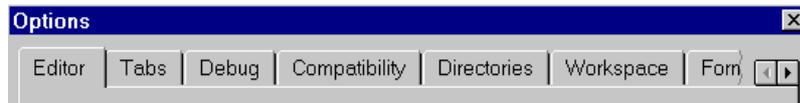
[12 marks]

(b) For each of the user interface (UI) visualisations provided below explain the following:

- Is it good or bad?
  - If good - which heuristics (H.1 – H.10) apply?
  - If bad - which heuristics (H.1 – H.10) are violated?
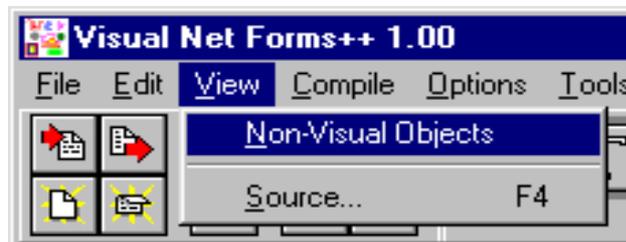- Why?
- Severity rating?

[8 marks]

(1)

Clicking once on the right arrow gives the following:

(2)

View menu from Visual Forms has two options:
• Non-Visual Objects (e.g., formatting labels)
• Source...