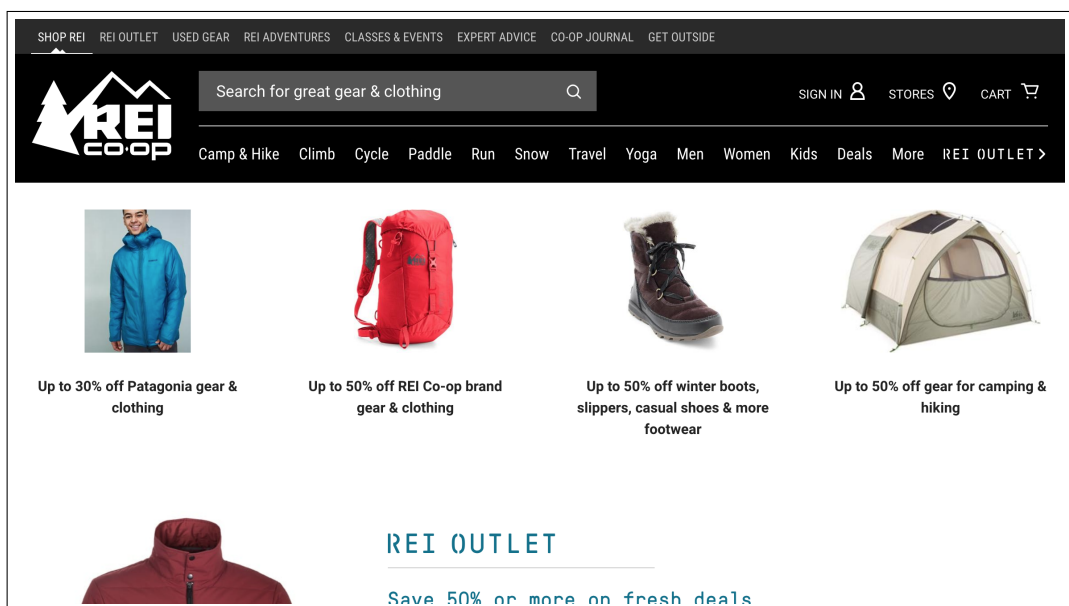


5 Interaction Design (hg410)

- (a) During your practical session you were asked to create a working app for a chosen primary stakeholder which works on a desktop or a laptop. This was done through iterative user-centred design and development. Provide a schematic description of iterative user-centred design and development. Explain which part or parts the practical sessions did not focus on and how this might have affected your working app. [6 marks]
- (b) How would you apply Nielsen's heuristics to evaluate a website for purchasing clothes which has a homepage similar to that in the figure below?



- (i) How do the heuristics help you when looking at this homepage (or similar ones) compared to not using them?
- (ii) Might fewer heuristics be better? Which might be combined and what are the trade-offs?

[6 marks]

[continued ...]

- (c) Describe what similarity analysis is in the context of card sorting and how it is conducted. Calculate the similarity rating using the data provided in the table below with four cards (1,2,3,4) and three users (A,B,C), and comment on the results.

| User A | User B | User C |
|--------|--------|--------|
| 1,4 | 1,2,3 | 1,2,4 |
| 2,4 | 3,4 | 1,3 |
| 1 | 4 | 3,4 |

[8 marks]