**BCS THE CHARTERED INSTITUTE FOR IT**
BCS HIGHER EDUCATION QUALIFICATIONS
BCS Level 5 Diploma in IT

**USER EXPERIENCE**

Tuesday 8th October 2024 – Afternoon

Answer any FOUR questions out of SIX. All questions carry equal marks.

Time: TWO hours

**Answer any <u>Section A</u> questions you attempt in <u>Answer Book A</u>**
**Answer any <u>Section B</u> questions you attempt in <u>Answer Book B</u>**

The marks given in brackets are **indicative** of the weight given to each part of the question.

Calculators are **NOT** allowed in this examination.

**A1.**

a) You are a user experience (UX) designer working for a company. You have been asked to design a cloud-based service to enable people to share and curate their photos, videos, music, chats, files, etc, in an efficient, safe and pleasant way.

   Discuss how you would do this, considering how you would start, and what you do next. For your answer, consider the process of human-centred UX design.
   **(10 marks)**

b) Discuss whether we need to involve users when designing interactive products. Justify your answer.
   **(8 marks)**

c) It is often said that an interface has to be easy to learn. Nevertheless, learnability might be more important for some applications than for others. Provide an example where learnability might not be a very significant factor in usability.
   **(7 marks)**


**A2.**

a) Explain the PACT UX framework.
   **(9 marks)**

b) You are to design the information system for controlling access to a company's physical offices. Undertake a PACT analysis for this system.
   **(16 marks)**

**A3.**

a) In **Figure 1** below, there is an excerpt from a questionnaire with some features that have been poorly designed and could be improved. Propose **five** improvements.

**(10 marks)**

1. What is your age?     ………

2. How many times a day do you check your social media?

   Fewer than 1 time       ☐
   
   1 – 5 times             ☐
   
   5 – 10 times            ☐
   
   More than 10 times      ☐

3. Which of the following do you do when using social media?

   Read the news           ☐
   
   Contact people          ☐
   
   React to posts          ☐
   
   Send messages           ☐
   
   Upload/Share content    ☐

4. How useful are social media to you?

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b) Appraise where a task analysis may fit in the process of UX design and the distinction between the key concepts in task analysis i.e. goals, tasks and actions.

**(5 marks)**

c) When designing the user interface of a system, it is important that we provide users with flexibility and efficiency of use. How would you consider the above principles when designing a website? You may use examples to explain the above principles.

**(10 marks)**

**[Turn Over]**

**B4.**

a) You are working as a UX practitioner in a company that has been tasked with redesigning the travel (in car) experience and adding a new dimension to the way we explore travel destinations. The application will use AI and will create a map layer of location-based, real-time, culture-oriented content, for a unique travel experience that allows users to explore destinations while driving to new destinations.

Your manager has asked your team to come up with a workable solution. You told them that firstly, you would need to understand the problem space. Propose how you would do this in the above scenario.

**(10 marks)**

b) When designing an interface, we need to consider any possible factors that may affect the user's ability to pay attention to the task they try to complete and to focus on information that is relevant to what they (i.e. the user) are doing. Reflect on some of the factors that could affect user's attention.

**(7 marks)**

c) Reflect on the design implications that designers need to consider when designing an interface to help users focus their attention.

**(8 marks)**

**B5.**

a) Propose how UX designers should ensure that an interactive system will be accessible.

**(10 marks)**

b) You are working with a company to redesign their website.

    i. How would you perform a heuristic evaluation on their website?

**(10 marks)**

    ii. Appraise whether users would be involved in this evaluation method. Justify your answer.

**(5 marks)**

**B6.**

a) There are currently multiple options for interfaces. Justify, as a UX professional, why you may decide to design and use multimodal interfaces.

**(10 marks)**

b) As a UX professional, justify why multimodal interfaces raise ethical concerns.

**(5 marks)**

c) You are a UX professional, involved in a project that explores ways to design a new app to support a small organic bakery shop. There is a system running already with which the customers are generally happy, but the current system is looking dated and needs upgrading. Propose the data-gathering techniques you would choose and why.

Assume that there is sufficient time and resources to use any of the data-gathering techniques.

**(10 marks)**

**END OF EXAMINATION**