

BCS Practitioner Certificate in User Experience

Specimen Paper

Record your surname / last / family name and initials on the answer sheet.

Specimen paper only 20 questions, which are a mixture of multiple-choice and multiple-response questions – 1 mark awarded to each question. There are no trick questions.

Multiple choice questions allow only one correct answer to be selected for 1 mark.

Multiple response questions require the candidate to select a number of correct responses for 1 mark.

A number of possible answers are given for each question, indicated by either **A B C or D** (or **E** for multiple response questions). Your answers should be clearly indicated on the answer sheet.

Pass mark is 13/20

Time allowed 30 minutes

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- Ofqual, Qualifications in Wales, CCEA or SQA

- 1 Which **one** of the following describes human-centred design?
 - A Capture user requirements at the beginning.
 - B Work with users throughout the design and development.
 - C Address some user experience areas/issues.
 - D Use a design team with one specialism.

- 2 In human-centred design (HCD), how are designs refined?
 - A Through senior management feedback.
 - B In collaboration with others on the design team.
 - C By piloting with specialists.
 - D Through user-centred evaluation.

- 3 The stage "understand the context" in human-centred design **should** include:
 - A Creation of a persona for each user group.
 - B Further refining tasks from the context of use.
 - C Creation of usability testing plans.
 - D Design of a high-fidelity prototype.

- 4 Which **one** of the following is a benefit of contextual inquiry?
 - A It can be easily conducted remotely.
 - B It does not require direct communication with users.
 - C It provides numerical data to support outcomes.
 - D It is a collaborative process between researcher and users.

- 5 A researcher working for an organisation is looking for information about how their customer service system is used by stakeholders in different departments. The researcher has 6 months to gather relevant information before presenting to senior management.

Which **two** of the following are the **most** appropriate research techniques to use?

- A Questionnaires sent to stakeholders.
 - B Surveys sent to stakeholders.
 - C Interviews with stakeholders.
 - D Observation of stakeholders.
 - E Interviews with customers.
- 6 Which **one** of the following ethical considerations must be followed when conducting research?
- A Obtain consent from those being researched.
 - B Define the goals and audience.
 - C Use contextual inquiry.
 - D Plan the work.
- 7 Which **one** of the following features is an example of sustainable design for an organisation's customer-facing webpage?
- A Only load the necessary content when the user needs it.
 - B Use accessible design standards.
 - C A notice to customers requesting that they do not print the webpage.
 - D Donate to a charity related to improving sustainability in IT.
- 8 Which **two** of the following are elements to consider when understanding the context of use for a product, system, or service?
- A Users.
 - B Proto-personas.
 - C Resources.
 - D Quantitative Analysis
 - E Accessibility.

- 9 In which **one** of the following examples would a proto-persona be **most** appropriate?
- A When users are available to interview.
 - B When there is a lot of time allocated to identifying personas.
 - C When there is quantitative information available.
 - D When there is insufficient access to data/users.
- 10 What is an advantage of creating a statistical persona?
- A They do not require expertise in data analysis.
 - B Concrete data is used to improve accuracy.
 - C They take a short time to create and minimum effort.
 - D You can overlook users with unique characteristics.
- 11 Which **one** of the following is an aspect of an effective user story?
- A Include multiple users in one user story.
 - B Amend only after the product or service is live.
 - C Express features from a user perspective.
 - D Include details of the system requirements.
- 12 What is the **main** difference between a mockup and a wireframe?
- A Wireframes are detailed whereas mockups are not.
 - B Mockups are detailed whereas wireframes are not.
 - C Wireframes are static whereas mockups are interactive.
 - D Mockups are static whereas wireframes are interactive.

13 Fidelity is an aspect of designing user interactions.

What are **two** benefits of creating high fidelity prototypes?

- A** Simplistic design.
- B** Realistic representation.
- C** Easier stakeholder understanding.
- D** Focus on structure.
- E** Interface elements are placeholders.

14 You are halfway through the design of a new system. The head of the development team would like to have an update as they are concerned about the sources of the information used in the system.

Which **one** of the following is an appropriate method of translating the information sources to the head of the development team?

- A** A mockup of the system.
- B** A high-fidelity prototype.
- C** A user flow diagram.
- D** A site map.

15 You are designing a new online shop selling bespoke pieces of furniture.

Which **one** of the following design decisions relates to the cognitive design principles "limits on attention".

- A** Reducing the homepage banner menu to four distinct categories.
- B** Making the clickable options clearly identifiable as buttons.
- C** Using a simple and accessible colour scheme.
- D** Creating a shopping cart that calculates and displays itemised costs.

- 16 A colleague has asked you to explain the organisation's approach to font style, size, and how it should be used.

What **one** of the following provides this information?

- A International standards of accessibility.
- B The organisation's style guide.
- C A mockup of a recently completed system.
- D A user story explaining the needs of the user.

- 17 You are working in a user experience team. You need to conduct a usability evaluation with five key stakeholders who will be the final users of the system. All stakeholders work in the same office.

Which **one** of the following is the **most** appropriate approach?

- A Remote unmoderated usability testing.
- B Remote moderated usability testing.
- C In-person moderated usability testing.
- D In-person unmoderated usability testing.

- 18 Which **one** of the following is an aspect of creating effective usability testing plans?

- A Identify specific research questions to be answered.
- B Discover research questions through testing.
- C Allow users free reign to test the system.
- D Use a "walk-in" approach where anyone can test the system.

- 19 In relation to heuristic evaluation, which **one** of the following statements is relevant "consistency and standards"?

- A Keep the content and visual design focused on the essentials.
- B Allow users to tailor frequent actions.
- C Follow real-world conventions.
- D Follow platform and industry conventions.

- 20** You have completed a usability study of a system to test the user interface. The study was completed within your team of three developers. Some minor issues have been highlighted as part of the study which were captured on sticky notes.

What is the **most** appropriate action as a response to the results?

- A** Create a detailed report to present to the project sponsor.
- B** Share the information from the sticky notes digitally.
- C** Change the success criteria to match the sticky notes.
- D** Keep the sticky notes for reference later.

End of Paper

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Answer Key and Rationale

Question	Answer	Rationale	Syllabus Section
1	B	A human-centred approach requires the involvement of users throughout design and development.	1.1
2	D	User-centred evaluation is a principle of HCD.	1.1
3	A	Creating personas allows for a clear picture of the user(s) of the end product.	1.2
4	D	Contextual inquiry allows researchers to observe and interact with users, with their work environment.	2.2
5	C and D	Due to the length of time provided, the researcher will be able to obtain detailed insights through the use of interviews and observations.	2.3
6	A	Informed consent is an integral part of conducting research.	2.5
7	A	This option reduces the amount of data transfers completed and will have a positive environmental impact.	2.6
8	A and C	Users and resources are elements of consideration when understanding the context of use for a product.	3.1
9	D	Proto-personas are a preliminary persona based on assumptions and anecdotal knowledge.	3.2
10	B	These personas can be created using quantitative data from user research, surveys, and other data sources. This removes instances of subjectivity.	3.2

11	C	User stories should always be from a user perspective, the other options are bad examples of what should be included in a user story.	3.4
12	B	Mockups give a detailed visual representation of the design (e.g. colours, typography, imagery, etc.)	4.1
13	B and C	High fidelity interactions allow for stakeholders to have a clear understanding of what the final product might look like due to the realistic representation.	4.1
14	C	As a stakeholder, the head of the development team is interested in the "behind the scenes" of the system. Therefore, a prototype is not required.	4.2
15	A	This is an example of progressive disclosure that aims to limit the amount of information available to a user at any given time.	4.4
16	B	The style guide will detail how the organisation's style should be applied.	4.6
17	C	Due to the small size and geographic proximity, this is the most appropriate approach.	5.1
18	A	Testing should be built around a specific issue or question that needs to be resolved or answered.	5.2
19	D	This is related to Heuristic 4: <i>Consistency and Standards</i> .	5.4
20	B	The information can then be easily referred to later.	5.5