

BCS THE CHARTERED INSTITUTE FOR IT

BCS HIGHER EDUCATION QUALIFICATIONS
BCS Level 5 Diploma in IT

USER EXPERIENCE

Wednesday 17th April 2024 - Afternoon

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

Time: TWO hours

**Answer any Section A questions you attempt in Answer Book A
Answer any Section B questions you attempt in Answer Book B**

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

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

Section A
Answer Section A questions in Answer Book A

A1.

- a) You are designing a diary function on a tablet. Consider **TWO** different metaphors that could be used.
(8 marks)
- b) If you visit an online store and proceed with a purchase, the interface of the online store has been designed to enable the user to order and pay for an item. There are options such as “add to shopping cart/basket” followed by the “checkout” metaphor.
- i. Discuss why metaphors are often used in interfaces.
 - ii. Discuss whether such use of metaphors (e.g. the shopping cart/basket, checkout, etc.) help or hinder the user. Justify your answer.
(10 marks)
- c) There are different kinds of interfaces (e.g. apps, mobile, wearable, VR, AR, etc.). What do user experience (UX) professionals need to consider when deciding which interface to use and what features to include?
(7 marks)

A2.

- a) Provide an example that illustrates how the results of an evaluation may be biased (i.e. distorted).
(5 marks)
- b) Discuss:
- i. How you would perform a heuristic evaluation on a website that your company is planning to redesign.
(10 marks)
 - ii. Whether users would be involved in this evaluation method. Justify your answer.
(5 marks)
- c) Briefly explain, using an example, the principle of Similarity as one of the Gestalt Principles of human perception that is relevant to interface design.
(5 marks)

A3.

- a) You are designing a website for a company that will launch and operate in different parts of the world. What are **THREE** aspects that you will need to consider when designing the interface of the website?

(12 marks)

- b) A popular broadcaster in the UK has an opportunity to build new, more valuable relationships with its young audiences through its educational offering – supporting children's learning journey. The broadcaster wants to create a new learning experience that responds to every child aged 12–16 years old, that is matched to their specific needs and the way they want to learn. In summary, the broadcaster wants to create a new digital product that meets the needs of the next generation.

You have been hired by the broadcaster to help them create this new learning environment. Discuss briefly how you are planning to proceed. For example, how you will arrive at your (proposed) solution, obtain some key insights from research, and consider who your user will be.

(9 marks)

- c) Briefly explain what type of prototype you will develop to test the overall initial idea.

(4 marks)

[Turn Over]

Section B
Answer Section B questions in Answer Book B

B4.

You are working as a UX Professional in a company that has been tasked with redesigning a car navigation system (e.g. GPS) and to improve the driving experience. The company is considering augmented reality (AR) displays that are available in some cars. 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.

- a) Explain how you would do this in the above scenario. **(10 marks)**
- b) In the above scenario, would your team involve users/drivers? Justify your answer. **(7 marks)**
- c) Discuss what being human-centred means and why being human-centred is important. **(8 marks)**

B5.

- a) Discuss what a persona is and why personas are used in UX. Provide an example. **(8 marks)**
- b) Discuss what a scenario is and why scenarios are used in UX. Provide an example. **(8 marks)**
- c) When designing a user interface of a system, it is important that we provide users the sense of being in control. Explain how you would consider the above principle when designing a website. **(9 marks)**

B6.

- a) You are a UX Designer presenting your ideas for a time management and productivity app on a smartphone to the managers of the smartphone manufacturer. Would you use a low-fidelity or a high-fidelity prototype to present your idea? Justify your answer. **(5 marks)**
- b) An international rail company has asked you to consider the safety of their online booking system.
 - i. Describe **TWO** examples of user errors that could occur when a customer uses the system to book a train ticket. **(5 marks)**
 - ii. What measures should be there to permit users to recover easily from such an error? **(5 marks)**
- c) One popular UX technique is the Wizard of Oz.
 - i. Explain what this is. **(5 marks)**
 - ii. Assume you are a UX Professional working on a project where your team investigates a speech-based user interface to interact with a TV. Discuss how this technique may be used in this case. **(5 marks)**

END OF EXAMINATION