Scratch: write name at top and turn in with exam

DO NOT OPEN. DO NOT START.
Name: ________________________________________________________________
1. Draw the following home page for a website, as described, such that it demonstrates good usability. (You will not be graded on how straight your lines are, but do document any assumptions you have). For anything that is clickable, draw a visible black dot on the widget. For anything that allows you to enter text, draw a visible # sign. If you use any dropdown or flyout menus, show the contents: (20 points)
   a. The website is for a company called “Kinga's Kompany: where the K stands for kwality”.
   b. The company has 21 types of products offered. When pressed, the CEO said that these products could be organized into five categories. (You can make up names for the products, i.e. A, B, C, D, A1, A2, etc – don’t waste time making this pretty)
   c. The company has a blurb that is 150 words long (you don’t have to write all the words, just use a shaded box to describe/show this)
   d. The home page contains a form for optional registration, which wants the name, state, and zipcode of every user.
   e. The CEO insists on using a photo of her on the home page.
   f. You should not limit yourself to the above functionality.
2. LIST one thing that would have helped you make the design of the previous page you drew even better (as we have discussed in class) (2)
   •

3. LIST one thing, as we have discussed in class, NOT to do on a homepage (these must be separate from any of the “good” usability in the first question, i.e., don’t simply negate a good usability principle you have already explicitly demonstrated) (3)
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4. LIST four of the “Eight problems that haven’t changed” from Nielsen. These must be different from the answer to your previous question. (4)
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   •
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   •

5. Briefly describe the difference between speed of learning and speed of use. (2)

6. LIST one feature (specific to searching) every search results page should offer, besides the option to sort results and/or conduct another search. (2)
   •

7. LIST one feature every website should offer on all of its pages, beyond a link home. (2)
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8. I tried to access my recent account history, but there was a NullPointerException in one of my servlets. Write an appropriate error message the user would see below. (2)

9. LIST two ways a website can be made more readable for all users, and particularly older users. (2)
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10. Let’s imagine we’re trying to analyze the design problem of designing a metro door. Unlike the DC metro, this metro door will not automatically open at every stop, to maintain the climate inside the metro car. We will need a way for the user to indicate the door should be opened, and we will do this with a button; push the button, and the door will automatically open on the next scheduled stop. Complete the analysis below for this problem:
   a. What affordances do you see in the system here?
   b. What signifiers do you see, or want to see, in the system here?
   c. How would you rate and improve the visibility of these signifiers?
   d. What would you imagine the user’s mental model is of the system?
   e. Does the user’s mental model match up to the system?
   f. Explain correlation versus causality in the system above.
   g. What would feedback be in the system above?
   h. How could you reduce the chances of mistakes in the system above?
   i. What knowledge-in-the-head does the user need for the system above?
   j. What knowledge-in-the-world does the user need for the system above?
   k. How do we prevent the user from opening the metro door while it is in motion?

   Part 2: True/False. Justify your answers for full credit.
   (22 points)

A. A small cosmetic failure that occurs more frequently is more severe than a catastrophic error that causes the loss of a single low-value sale.
   A.True False

B. The most common difficulty users have with websites is with navigation.
   B.True False

C. We can have many small excise tasks for users to complete, because they don’t take up a lot of time.
   C.True False

D. Modal dialog boxes should never be used.
   D.True False

E. On a medical website, the term “heart attack” should always be used over the phrase “myocardial infarction” because the first has fewer characters.
   E.True False