Question 1:

1.1 Define the concept of personas:
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1.2 Describe the process of creating personas:
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Question 2:

Name and explain at least 3 advantages of creating and testing paper prototypes:

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2. ____________________________________________
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3. ____________________________________________
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Question 3:

Under each shape below, write what these shapes are associated with in design theory:

____________________               ____________________              ____________________

____________________               ____________________              ____________________

____________________               ____________________              ____________________

____________________               ____________________              ____________________

Question 4:

Explain the tree testing method. Describe a procedure of tree testing study.

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Question 5:

Define the concept of ubiquitous computing. Provide examples and explain why your example is considered to be ubiquitous computing.

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Question 6:

Name and explain at least 3 principles of ethics in working with human subjects:

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2. __________________________________________________________________________
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3. __________________________________________________________________________
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Question 7:

For each described situation choose what type of methods would suite the research goal the best - lab or field type of methods. Explain your reasoning. Give an example of a method you would use. Design the study and describe the process.

7.1 You want to design a new product to increase efficiency of providing information to airport visitors regarding airport services.
7.2 You are designing a news website. You want to understand what is the best way to organize website menus so that users can easily find information of interest.
**Question 8:**

Give a brief definition of the following terms:

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakdown</td>
<td></td>
</tr>
<tr>
<td>Signifier</td>
<td></td>
</tr>
<tr>
<td>Findability</td>
<td></td>
</tr>
<tr>
<td>Interaction technique</td>
<td></td>
</tr>
</tbody>
</table>

**Question 9:**

Describe the difference between system 1 and system 2 thinking:

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Question 10:

Name and describe 4 types of observation methods. For each type of observations name at least 1 advantage and 1 disadvantage:

1. 

2. 

3. 

4. 
Question 11:

Who and when showed NLS demo?

____________________________________________________________________________

____________________________________________________________________________

Question 12:

Name at least 2 strategies to lower cognitive load related to choice making; for each strategy give an example of how you would use it in a specific design:

1. _______________________________________________________________________
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2. _______________________________________________________________________
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Question 13:

Under each image below, label each model as flow, sequence, artifact, physical, or cultural model. Define each of identified models and explain each model's purpose.
Question 14:

Define and give an example of The Von Restorff Effect. For what purposes is it used in design?

____________________________________________________________________________
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Question 15:

Name and describe 3 team roles required for paper-prototype evaluation process:

1. _______________________________________________________________________
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   _______________________________________________________________________

2. _______________________________________________________________________
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3. _______________________________________________________________________
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Question 16:

On which of the work models would you **best** capture of the following piece of information? Indicate the name of the single best model you would use to capture the information. Then sketch the model containing the information indicated in the query. If you don't have enough information to be exact in your model (e.g. say you have never been in E5) then use your imagination and make up any ambiguous information in sufficient detail to provide a useful model sketch.

You are designing a menu planning application for catering chefs. One catering chef uses a large whiteboard in her kitchen to cost menus. The whiteboard is divided into four or five areas with a whiteboard marker. In each area, you see post-it notes with food items and costs. At the bottom of each area is a sample menu with a dollar figure.
Question 17:

Match terms and names by drawing a line:

<table>
<thead>
<tr>
<th>Term</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSCW</td>
<td>Alan Cooper</td>
</tr>
<tr>
<td>Gamification</td>
<td>Irene Greif</td>
</tr>
<tr>
<td>User Personas</td>
<td>John Kelley</td>
</tr>
<tr>
<td>Waterfall model</td>
<td>Nick Pelling</td>
</tr>
<tr>
<td>Wizard of Oz technique</td>
<td>Herbert D. Benington</td>
</tr>
</tbody>
</table>