02JSKOV - HUMAN COMPUTER INTERACTION

WRITTEN EXAM – 2020-01-29

Closed-book exam: no notes or other material are allowed. Allowed Time: 60 minutes.
The responses should be easy to read (write clearly!) and reasonably short (around 5-10 lines long).

1.

Consider a web form for a pharmaceutical website, that requires the user to provide the following information: a list of drugs (up to 3-5 max), their quantities, the ID code of the purchaser (*codice fiscale*), the method of payment, the pick-up location.

Draw a low-quality wireframe prototype for the web form, including all relevant UI controls and information fields.

2.

Define "counterbalancing" in the context of user studies and describe when you need it and one way to achieve it.

3.

Describe the main findings of eye tracking studies that may help us to understand how people read and how to organize the text in a page.

4.

Describe the main differences between *interviews* and *surveys* in the needfinding phase*.*