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# 02JSKOV - HUMAN COMPUTER INTERACTION

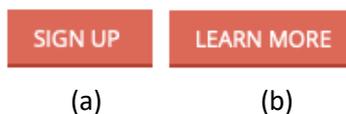
WRITTEN EXAM – 2020-02-10

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 two identical versions of a web page which differ for the following buttons, only:



After conducting an online A/B test, where each visitor is randomly shown one of the two versions of the page, and counting how many people actually sign up on the website, we get the following data:

	“SIGN UP” Button	“LEARN MORE” Button
People did sign up	20	45
People did not sign up	80	70

With this information, write a null hypothesis, run the Chi-Square Test, and properly report whether the change of the button has had an impact on the sign-up rate.

2.

Define what a “storyboard” is, how it can be realized, its benefits and drawbacks.

3.

Describe what is a “heuristic evaluation” and how you would conduct it with multiple evaluators testing a single webpage.

4.

List the categories in which contemporary Voice User Interfaces can be divided, with a major advantage or disadvantage for each one.

Chi-Square Table

df\area	.995	.990	.975	.950	.900	.750	.500	.250	.100	.050	.025	.010	.005
<b>1</b>	0.00004	0.00016	0.00098	0.00393	0.01579	0.10153	0.45494	1.32330	2.70554	3.84146	5.02389	6.63490	7.87944
<b>2</b>	0.01003	0.02010	0.05064	0.10259	0.21072	0.57536	1.38629	2.77259	4.60517	5.99146	7.37776	9.21034	10.59663
<b>3</b>	0.07172	0.11483	0.21580	0.35185	0.58437	1.21253	2.36597	4.10834	6.25139	7.81473	9.34840	11.34487	12.83816
<b>4</b>	0.20699	0.29711	0.48442	0.71072	1.06362	1.92256	3.35669	5.38527	7.77944	9.48773	11.14329	13.27670	14.86026
<b>5</b>	0.41174	0.55430	0.83121	1.14548	1.61031	2.67460	4.35146	6.62568	9.23636	11.07050	12.83250	15.08627	16.74960