
02JSKOV - HUMAN COMPUTER INTERACTION

WRITTEN EXAM – 2022-02-04

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.

A designer is evaluating two different options for a user interface that will collect an exact address. Present the major pros/cons (at least 3) of the two alternatives shown below, by mentioning the relevant Nielsen usability heuristics (reported in the next page).

Option 1
Your full address

Enter your complete address, including Street, Number, City, ZIP code, Country.

Option 2
Street address and number

City

ZIP code

Country
Choose...

2.

Describe the role and the importance of *Grid Systems* in visual design of web applications.

3.

Explain the concept of *counterbalancing* in user studies. Are there any situations in which counterbalancing is *not* needed?

4.

Describe the different characteristics of *Interviews* and *Surveys* in the needfinding phase for a new service. Provide an example where an interview would be preferable, and an example where a survey would be preferable.

10 Nielsen's Usability Heuristics



<https://www.nngroup.com/articles/ten-usability-heuristics/>

- #1: Visibility of system status
- #2: Match between system and the real world
- #3: User control and freedom
- #4: Consistency and standards
- #5: Error prevention
- #6: Recognition rather than recall
- #7: Flexibility and efficiency of use
- #8: Aesthetic and minimalist design
- #9: Help users recognize, diagnose, and recover from errors
- #10: Help and documentation