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User Experience - Foundation Level**

**iSQI CPUX-F**

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## QUESTION NO: 1

Which one of the terms below best characterises the following description?

Elena Montgomery, Human Resources Coordinator, Fluid Pharmaceuticals

Elena is 35 years old. She shares an apartment with her boyfriend of 4 years - they have no children. Her favourite pastimes are dancing tango and preparing wonderful tapas. She speaks conversational Spanish.

Elena spends most of her day processing forms that are needed to hire, transfer, or discharge employees in the Marketing department. If something is incomplete or unclear, she takes the time she needs to find the answer. She is an expert in all relevant forms and procedures.

Elena's goals: Advance in HR, excellence through accuracy; helpfulness; do not fall behind.

- A. Prototype
- B. Persona
- C. As-is scenario
- D. Use scenario
- E. User group
- F. User group profile

## ANSWER: B

### Explanation:

The context of use is described in user group profiles and personas (who are the users), as-is scenarios (how do users currently do tasks), task models (details about what the tasks are) and user journey maps (how users interact with the interactive system and the organisation providing it).

A user group profile is a generalised description of a collection of users with the same or similar personal characteristics and context of use related to the interactive system.

A persona is a description of a fictitious but realistic user and what he or she intends to do when using the interactive system.

An as-is scenario is a narrative text description of the procedure a specific user currently follows to complete one or more tasks,

A task model is a list of subtasks for each task which the user has to complete to reach their goals. Task models help the design team to design the right solution for each task. User journey maps provide an overview of the touchpoints where users interact with the interactive system and the organisation providing the interactive system. They help stakeholders and user experience professionals understand and optimise the user experience.

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The main purpose of personas and as-is scenarios is to identify user needs and make it easier for designers, developers and other stakeholders to understand who the users are, what they do, what their obstacles are, and to facilitate discussions within the design team.

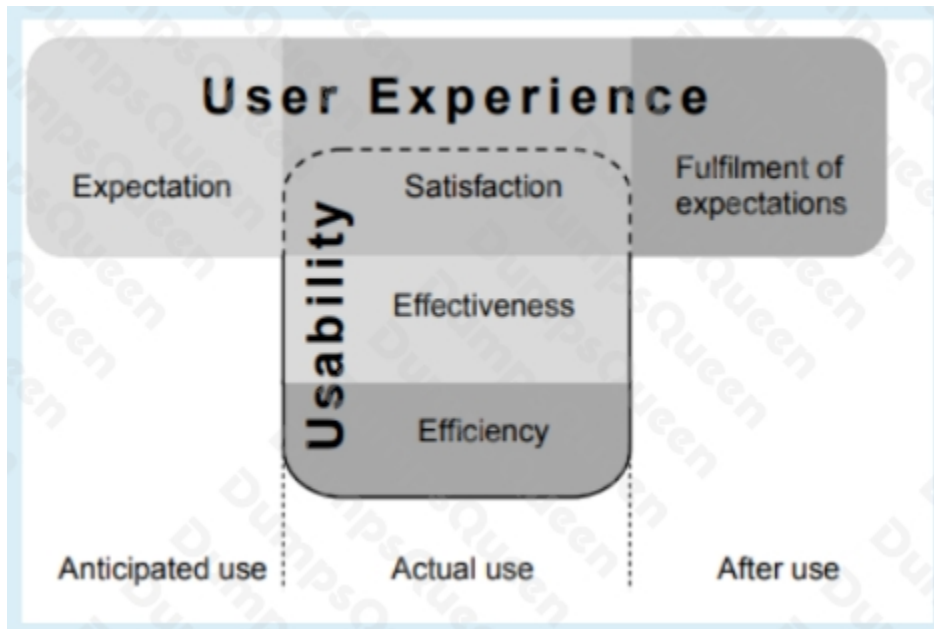
## QUESTION NO: 2

What concepts are a part of the user experience as defined in CPUX-F?

- A. Expectation /Anticipated use
- B. The interactive system
- C. Fulfillment of expectations /After use
- D. Human-centred design
- E. Actual use
- F. Quality objectives

**ANSWER: A C E**

**Explanation:**



## QUESTION NO: 3

Which two of the following statements about user needs are correct?

- A. User needs are always expressed from the user's point of view
- B. User needs for a user group may differ from user needs for another user group with the same context of use

- C. User needs are part of the information architecture
- D. User needs are always quantified
- E. User needs are identical to user goals
- F. User needs are used to write good error messages

**ANSWER: B**

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**QUESTION NO: 4**

Choose all that apply - Interview questions should be:

- A. Strictly on topic rather than off topic
- B. Neutral rather than leading
- C. Aiming for simple yes or no
- D. Open minded for alternative cultural aspects
- E. Entertaining
- F. Open rather than closed

**ANSWER: B F**

## QUESTION NO: 5

Choose three true statements on story boards.

- A. Low-fidelity prototypes are based on use scenarios and storyboards.
- B. The purpose of a storyboard is NOT similar to the purpose of a use scenario.
- C. A storyboard is a comic book style representation of a use scenario.
- D. Storyboards can NOT be used to illustrate a current user experience.
- E. A storyboard mainly depicts personas as illustrations
- F. A sequence of visual frames illustrating the interplay between a user and an envisioned interactive system.

**ANSWER: A C F**

## QUESTION NO: 6

For an internal demonstration, one of your colleagues has sketched a new ordering system on a few sheets of paper. Each sheet represents a screen. The contents of the screens are hand-drawn and incomplete. Your colleague changes the screens when someone "clicks" on a button by touching it with a pencil. Which one of the following terms best describes this sketch?

- A. User interface guideline
- B. Low-fidelity prototype
- C. High-fidelity prototype
- D. Wireframe
- E. Style guide
- F. Storyboard

**ANSWER: B**

## QUESTION NO: 7 - (SIMULATION)

A context of use description describes:

- a. \_\_\_\_\_ in the form of user group profiles and personas;
- b. \_\_\_\_\_ in the form of as-is scenarios;
- c. \_\_\_\_\_ in the form of task models, as-is scenarios or user journey maps;
- d. \_\_\_\_\_ in the form of lists or as-is scenarios;
- e. \_\_\_\_\_ in the form of as-is scenarios.

**ANSWER: See answers below.**

**Explanation:**

1. Users
2. Goals
3. Tasks
4. Resources
5. Environments

**QUESTION NO: 8**

What are dialogue principles?

- A. Dialogue principles and heuristics are general guidance for the design of the system architecture.
- B. Dialogue principles and heuristics are general guidance for the design of usable boot technologies.
- C. Dialogue principles and heuristics are general guidance for the design of usable programming interfaces
- D. Dialogue principles and heuristics are general guidance for the design of usable dialogues.

**ANSWER: D**

**QUESTION NO: 9**

Which one of the following statements does NOT illustrate an important principle for the human-centred design of a new e-commerce website?

- A. "We continue to do usability evaluation until user requirements have been met"
- B. "The design also addresses what happens before and after users use the new website, for example, promotional ads in other media, and emails that users receive after completing a purchase"
- C. "We include users throughout our design process"
- D. "During interviews, prospective users came up with suggestions for all kinds of interesting features for the new website. Whenever this happened, we gathered feedback on those suggestions from other users"
- E. "We include management throughout our design process and ask them to approve the needs of our users"
- F. "The results of the most recent usability test showed that we haven't fully understood the user needs, so we need to interview more users"

**ANSWER: E**

## QUESTION NO: 10

Which two of the following are frequently used usability evaluation methods?

- A. Contextual interviews
- B. Remote usability testing
- C. Information architecture analysis through card sorting
- D. Creating personas
- E. Creating a storyboard
- F. Heuristic evaluation

**ANSWER: B F**