

Faculty of Social Sciences
Academic year 2019-2020
June 2020

Name:
First Name:
Student number:
Program:

Online Open Book Exam

Professor B. Zaman

Course Human-Computer Interaction B-KUL-S0C76A

1. For this question, you are asked to critically reflect on the work of key authors who gave different perspectives on the principles of User-Centered Design (UCD).

Please structure your answer as follows:

a. Briefly describe Gould & Lewis' (1985) key UCD principles.

b. Reflect on how and why Cockton (2008) has critiqued Gould & Lewis' (1985) key UCD principles. Please elaborate on the following 3 arguments that Cockton (2008) has specified in order to build a rationale to revisit Gould & Lewis' (1985) principles. In explaining each of these arguments, make sure your answer clearly elucidates Cockton's critique and how his ideas are different from Gould and Lewis' views, and that your answer contextualizes the principles in a specific HCI area (cf. a wave).

- argument #1: *The rise of theory*;
- argument #2: *Transdisciplinary tendencies*;
- argument #3: *New frontiers to non-work settings*.

Please make sure your answer to question 1b evidences a *critical* understanding of the course material. Try to move beyond the descriptive level, and reach a level of *evaluation, analysis* and/or *synthesis* instead.

As it is an open book exam, it is important that the insights are paraphrased in your own words as much as possible. Where possible and relevant, try to connect various parts of the course. As the space for your answer is limited, it is important to distinguish main from side issues. (Answer max. 1 page, 40 points)

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2. For this question, you are allowed to actively visit a website. You are free to choose a website of your choice. Please be strategic in your choice so that it is illustrative of good *or* bad usability, and that it is a useful example to address the related exam questions (see below). You may select a website, a page on a website, or a specific area of interest that you perceive as fairly user-friendly or one that is not scoring well on usability.

a. Write down the URL, the date and timestamp when you visited this website. When applicable, also specify if you choose to focus on one particular page of this website or a particular area of interest. You can include a screenshot, if useful (e.g. in order to refer to the screenshot when answering the following questions).

b. Unravel the official ISO 9241-11 definition of usability in explaining why you perceive this website as (not) user friendly. In your answer, be explicit about (i) your stance (whether you believe it is rather user-friendly or not); (ii) the key components of the definition; (iii) a motivation of your judgment about usability, and this in relation to the key components of the usability definition. Carefully select your words so that it is clear that you fully understand each aspect of the definition and that you can apply it to your concrete example and the corresponding (real / fictitious / hypothesized) scenario.

c. Choose an appropriate theoretical framework that we have discussed in the course, and that can help you to make sense of the website from a non-instrumental point of view. Mention the name of the framework and explain in your own words what insights we can obtain when applying this framework.

(Answer max. 2 pages; if you include a screenshot, then this will not count for the page limit; 40 points)