

CS305-001 201230
Midterm Exam – D. Hepting
October 18, 2012
09h00-09h45, CL345

Answer everything in the exam booklet. If you are unclear about anything, please note your assumptions with your answer. There are 15 marks on the exam, so you have 3 minutes for each mark. Remember: quality, not quantity. Good luck.

Part 1 (1 mark each, 6 marks). Define each of the following in the context of the class.

1. Affordance
2. Mental Model
3. Gulf of Execution
4. Formative evaluation
5. Fitts' Law
6. Grounded Theory

Part 2 (3 marks each, 9 marks). Answer the question (1 mark). Explain your answer in the context of our class discussions (2 marks).

1. How much control over a user's experience do we have as designers?
2. Old furnaces were either on or off. New, modulating, furnaces can be on from as little as 40% of capacity. What does this imply?
3. Should we aim to provide users with "Freedom from Choice"?