

CS-428+828 Midterm Exam  
October 21, 2022, 9:30 – 10:20, ED388  
D. Hepting

This is a closed book exam. You must maintain the confidentiality of your examination; do not provide any opportunity for others to copy any of your work. Electronic devices are NOT permitted during the exam. Please turn off and put away all cell phones and other electronic devices during the exam period.

**ANSWER ALL QUESTIONS.** All answers must be written on this exam in the space provided. You have 50 minutes to complete the exam. Please plan your answers, favour quality over quantity, do not exceed the space provided, and do your best to write legibly. QUESTIONS ARE ON BOTH SIDES OF THE PAPER. This exam contributes 8 percent towards your final grade. The exam is marked out of 20.

Name (printed): \_\_\_\_\_

Signature: \_\_\_\_\_

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Q1. (2 marks) Give one example of a tradeoff in design and explain it.


Q2. (2 marks) Can you design a user's mental model of your software? Can you influence it? [Fill in circle beside best answer]:

- a)  Yes, can design; yes, can influence
- b)  Yes, can influence; no, cannot design
- c)  Yes, can design; no, cannot influence
- d)  No, cannot influence; no, cannot design

Q3. (4 marks) What are the 4 quadrants of an empathy map? Indicate if each deals with user experience OR usability.

Quadrant 1	Quadrant 2
Quadrant 3	Quadrant 4

Q4. (2 marks) Give an example of an exam question that uses recall rather than recognition. Is it preferable?


Q5. (2 marks) Is a Norman Door good or bad? Why?


