19 Lecture - CS408

Important Mcqs

What is the main goal of user research in HCI?

- a) To gather data on users' demographics
- b) To understand users' needs and preferences
- c) To test the functionality of an interface
- d) To assess the visual design of an interface

Answer: b) To understand users' needs and preferences

Which method of user research involves observing and interviewing users in their natural environment?

- a) Surveys
- b) Usability testing
- c) Contextual inquiry
- d) Card sorting

Answer: c) Contextual inquiry

What is the purpose of usability testing in user research?

- a) To gather qualitative data on users' experiences
- b) To evaluate the usability of an interface
- c) To gather quantitative data on users' demographics
- d) To understand users' mental models

Answer: b) To evaluate the usability of an interface

What is the main advantage of using surveys in user research?

- a) Provides in-depth insights into users' behaviors
- b) Allows for observing users' interactions in real-time

- c) Collects quantitative data from a large sample
- d) Provides insights into users' context and environment

Answer: c) Collects quantitative data from a large sample

What does card sorting involve in user research?

- a) Observing users' interactions with an interface
- b) Interviewing users in their natural environment
- c) Testing the visual design of an interface
- d) Understanding how users categorize and organize information

Answer: d) Understanding how users categorize and organize information

Which method of user research involves creating interactive representations of an interface to gather feedback from users?

- a) Surveys
- b) Usability testing
- c) Prototyping
- d) Contextual inquiry

Answer: c) Prototyping

What is the main goal of ethnographic research in user research?

- a) To assess the visual design of an interface
- b) To gather quantitative data on users' behaviors
- c) To understand users' culture and environment
- d) To gather feedback on users' preferences

Answer: c) To understand users' culture and environment

What is the key principle of iterative design in user research?

- a) Gathering feedback from users and refining the design
- b) Understanding users' demographics and preferences

- c) Observing users' interactions with an interface
- d) Testing the functionality of an interface

Answer: a) Gathering feedback from users and refining the design

Which method of user research involves asking users to sort cards into categories?

- a) Contextual inquiry
- b) Card sorting
- c) Surveys
- d) Usability testing

Answer: b) Card sorting

What is the main goal of interviews in user research?

- a) To observe users' interactions with an interface
- b) To collect quantitative data on users' behaviors
- c) To understand users' experiences, needs, and preferences
- d) To test the visual design of an interface

Answer: c) To understand users' experiences, needs, and preferences