

# 20 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**