## 21 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