

# 33 Lecture - CS408

## Important Mcqs

**What is the primary goal of evaluation in Human Computer Interaction (HCI)?**

- a) To assess the aesthetics of the system
- b) To identify usability issues and areas of improvement
- c) To determine the market value of the system
- d) To measure the technical specifications of the system

**Answer: b) To identify usability issues and areas of improvement**

**Which method involves observing users as they interact with the system to collect feedback on their experience?**

- a) Expert review
- b) Cognitive walkthrough
- c) Heuristic evaluation
- d) Usability testing

**Answer: d) Usability testing**

**What is the purpose of heuristic evaluation in the evaluation process of HCI?**

- a) To measure the system's technical performance

- b) To assess the aesthetics of the system
- c) To identify usability issues based on predefined usability principles
- d) To observe users' thought process while using the system

**Answer: c) To identify usability issues based on predefined usability principles**

**What is the purpose of surveys and questionnaires in evaluating interactive systems?**

- a) To collect quantitative and qualitative data from users
- b) To assess the aesthetics of the system
- c) To measure the system's technical performance
- d) To observe users' thought process while using the system

**Answer: a) To collect quantitative and qualitative data from users**

**Which method involves one-on-one interactions with users to gather qualitative data about their experiences and opinions?**

- a) Usability testing
- b) Task analysis
- c) Cognitive walkthrough
- d) Interviews

**Answer: d) Interviews**

**What is the significance of task analysis in evaluating the usability of a system?**

- a) To assess the aesthetics of the system
- b) To measure the system's technical performance
- c) To understand the tasks users perform and identify usability issues
- d) To collect quantitative and qualitative data from users

**Answer: c) To understand the tasks users perform and identify usability issues**

**Which method involves evaluating a system's design and usability based on established principles and guidelines?**

- a) Expert review
- b) A/B testing
- c) Heuristic evaluation
- d) Cognitive walkthrough

**Answer: a) Expert review**

**What is the purpose of A/B testing in the evaluation of interactive systems?**

- a) To assess the aesthetics of the system
- b) To measure the system's technical performance
- c) To compare design variations and determine the optimal one
- d) To observe users' thought process while using the system

**Answer: c) To compare design variations and determine the optimal one**

**What is the purpose of cognitive walkthrough in the evaluation process of HCI?**

- a) To measure the system's technical performance
- b) To assess the aesthetics of the system
- c) To identify usability issues based on predefined usability principles
- d) To simulate the user's thought process while using the system

**Answer: d) To simulate the user's thought process while using the system**

**What is the significance of analytics and metrics in evaluating the performance of a system?**

- a) To assess the aesthetics of the system
- b) To measure the system's technical performance
- c) To observe users' thought process while using the system
- d) To collect data on system usage, performance, and user behavior

**Answer: d) To collect data on system usage, performance, and user behavior**