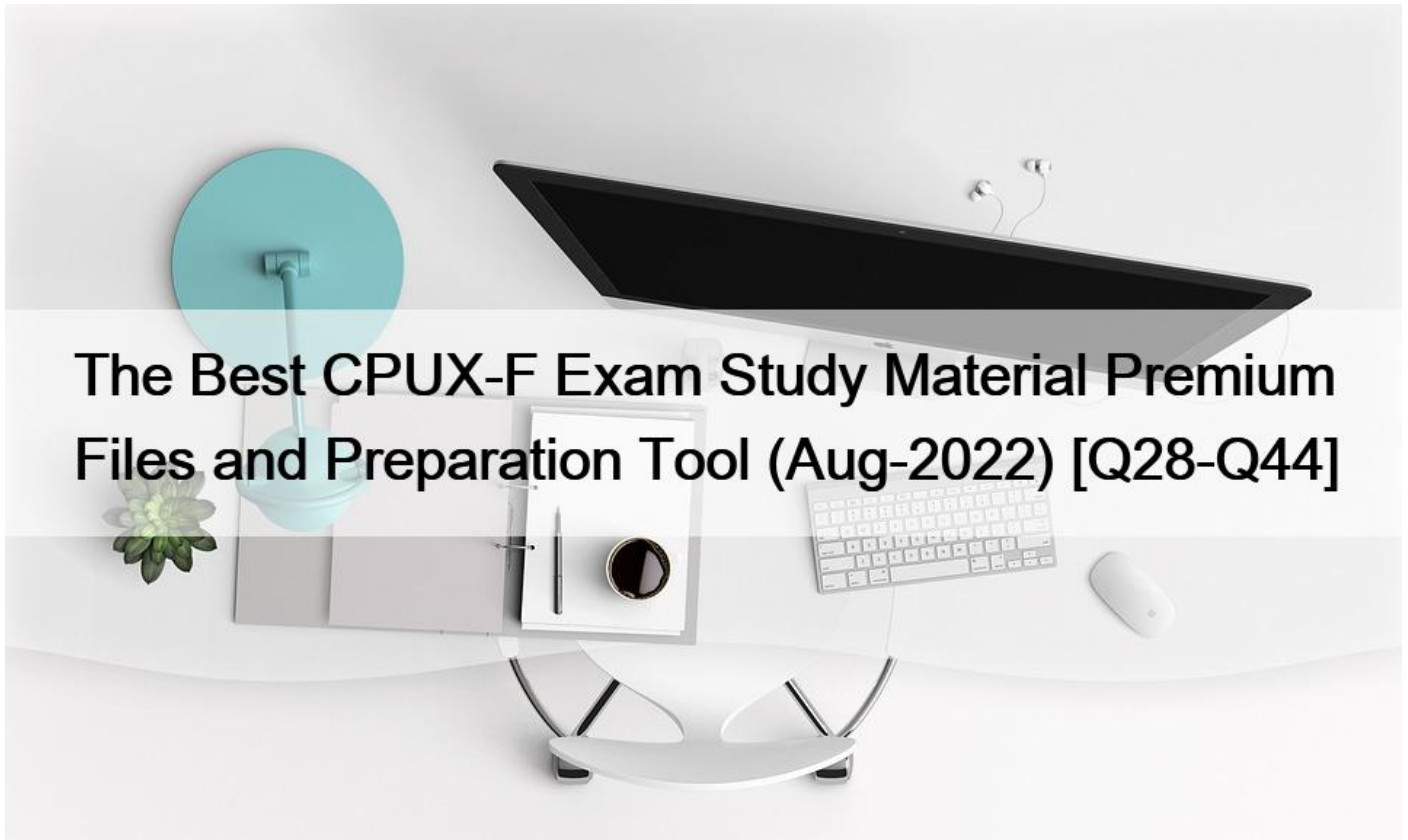


The Best CPUX-F Exam Study Material Premium Files and Preparation Tool (Aug-2022) [Q28-Q44]



The Best CPUX-F Exam Study Material Premium Files and Preparation Tool (Aug-2022) Get Instant Access to CPUX-F Practice Exam Questions QUESTION 28

16. Alice and Bob have a passion for the theatre. For Bob's birthday, Alice decides to buy them both theatre tickets. She goes online to find and book tickets for a production that she thinks they will both enjoy. After the performance, Alice talks to Bob about the whole experience

1. The online ads that attracted Alice to the website claimed "Buy your tickets in under 60 seconds!

Guaranteed!" It took Alice about 5 minutes to buy her tickets. "I couldn't work out how to select my tickets; that made me feel stupid", Alice explains to Bob

2. Alice thought the website looked attractive

3. Once she had selected the tickets, the checkout process seemed easy

4. When Alice and Bob arrived at the theatre, they were told that their printed tickets were not valid; they argued with the usher for ten minutes before someone in the box office confirmed their tickets were genuine and they were allowed in

5. Alice pre-ordered their interval drinks on the website, as they were offering a 2-for-1 deal. When she went to collect the drinks the barman had no record of her order.

6. The description of the credit card transaction that appeared on Alice's bank account was unintelligible; Alice was only able to work out what the transaction was because she recognised the amount. Which one of the following statements about Alice's user experience of the website is correct?

- * All issues 1 -6 affect the user experience
- * Only issues 2 and 3 affect the user experience
- * Only issue 3 affects the user experience
- * All issues except 6 affect the user experience
- * Only issues 1, 2 and 3 affect the user experience
- * None of the issues 1 -6 affect the user experience

Explanation

Usability is the extent to which an interactive system is effective, efficient and satisfying to use in a specified context of use. An interactive system is effective if it supports what users need to do to reach their goals, and if users can figure out how to do it. An interactive system is efficient if it supports users in carrying out their tasks using as few resources as possible. In most cases, this means that users must be able to complete their tasks quickly. An interactive system is satisfying if it is pleasant to use.

User experience (UX) considers satisfaction before, during and after use (whereas usability considers satisfaction only during use). User experience before use may be influenced by company branding, customer reviews, previous interactions, etc. User experience after use may be influenced by product delivery, post-sales support, recent interactions, etc.

QUESTION 29

Unlike usability tests, usability inspections do not involve users, except where a user adopts the role of evaluator.

- * True
- * False

QUESTION 30

Which one of the following methods is most useful in helping to develop the navigation structure of a new website?

- * Contextual interview
- * Focus group
- * Heuristic evaluation of a low-fidelity prototype
- * Heuristic evaluation of a high-fidelity prototype
- * Card sorting
- * Storyboard

QUESTION 31

Which two of the following statements are valid user requirements for a car rental website (as opposed to organisational requirements and market requirements)?

- * At least 80% of 25 users who use the website for the first time must be able to rent a car within 10 minutes
- * The company logo must appear in the top left-hand corner of each web page
- * The website must be at least as usable as those of the two main competitors
- * The website must have a help system
- * The colour scheme of the website must reflect the standard colours of the company
- * Users must be able to cancel a reservation

Explanation

Market requirement

A requirement for an interactive system based on marketing policy aimed at maximizing business opportunities, purchase and use.

Examples:

1. The website must be at least as usable as that of the two top competitors.
2. The colours used on the website must conform to the style guide.

Organisational requirement

An organisational rule that users have to follow when conducting their tasks.

User requirement

A requirement for use that provides the basis for design and evaluation of an interactive system to meet identified user needs.

Notes:

1. User requirements are derived from user needs.
2. A user requirement can be a qualitative user requirement or a quantitative user requirement.
3. Both qualitative and quantitative user requirements provide a basis for the design of the interactive system and can be verified by evaluating the interactive system. While qualitative user requirements address the way in which the interactive system is used to arrive at a user goal, quantitative user requirements set measurable goals for usability and user experience

QUESTION 32

Fill in the blanks:

The first activity in a usability test is to write the_____.

This describes the purpose of the usability test and Provides_____and time estimates.

1. Usability test plan, 2. Cost

QUESTION 33

Fill in the blank:

Heuristics in user design is a generally recognised_____ that helps to achieve usability.
rule of thumb

Explanation

See page 38 in https://uxqb.org/wp-content/uploads/documents/CPUX-F_EN_Curriculum-and-Glossary.pdf

QUESTION 34

A context of use description describes:

- a. _____ in the form of user group profiles and personas;
- b. _____ in the form of as-is scenarios;
- c. _____ in the form of task models, as-is scenarios or user journey maps;
- d. _____ in the form of lists or as-is scenarios;
- e. _____ in the form of as-is scenarios.

1. Users

2. Goals

3. Tasks

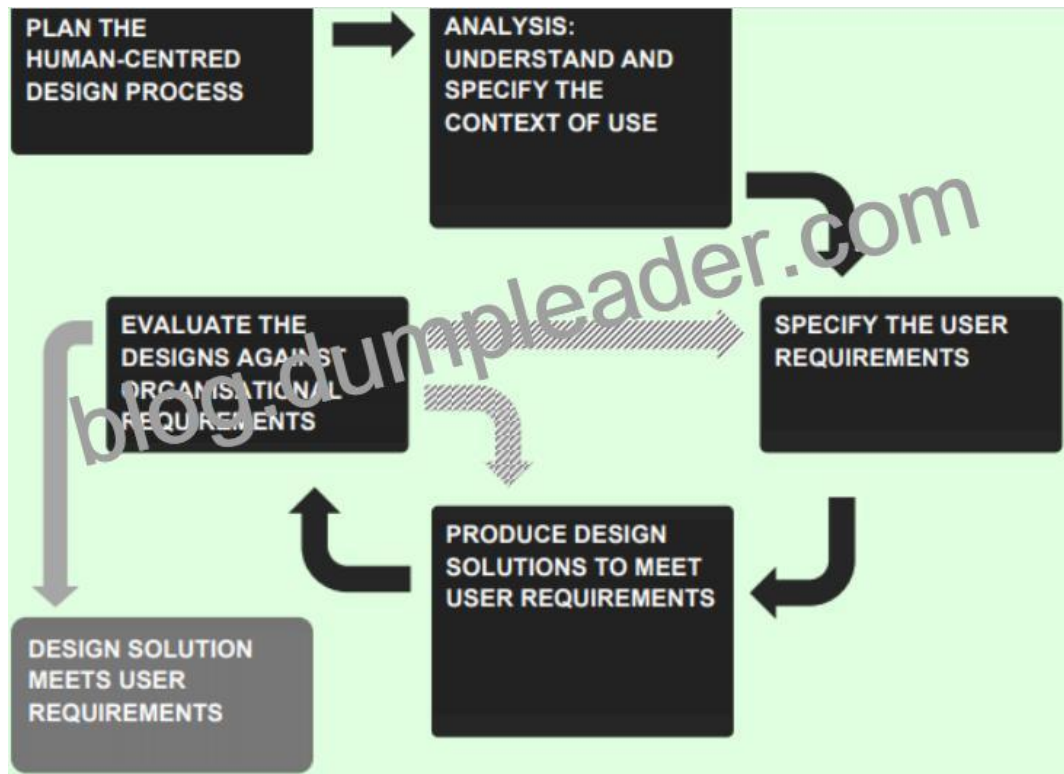
4. Resources

5. Environments

QUESTION 35

The figure below shows the relationship between human-centred design activities according to ISO 9241 -210.

Which two errors does this drawing contain?



- * The activity 'Management approves user requirements' is missing
- * The activity 'Create prototypes' is missing
- * The activity 'Specify user-centred functions' is missing
- * The title 'Specify the user requirements' should be 'Specify the user requirements to meet the context of use';
- * One of the grey, hatched arrows denoting iteration is missing
- * The title 'Evaluate the designs against organisational requirements' should be 'Evaluate the designs against user requirements';

QUESTION 36

Which three of the following are dialogue principles?

- * Conformity with user expectations
- * Suitability for learning
- * Suitability for usability
- * Suitability for the task
- * Suitability for engagement
- * Accessibility

Explanation

Dialogue principles and user interface guidelines are rules, of varying levels of specificity, used to guide the design of the interaction (see section 6). They are intended to make the interaction effective, efficient and satisfying, to avoid common usability problems and to ensure a consistent user interface.

Dialogue principles and heuristics are general guidance for the design of usable dialogues. There are seven dialogue principles; examples of dialogue principles are conformity with user expectations and error tolerance.

Dialogue principles are not bound to any specific technology or method.

The concepts of affordance and mental model supplement the dialogue principles. Affordance is an aspect of an object that makes it obvious how the object could be used. A mental model is the perception people have of themselves and of the things with which they interact.

Comparison of dialogue principle, heuristic and user interface guideline:

Concept	Applicability
Dialogue principle	General
Heuristic	General, but more specific than a dialogue principle
User interface guideline	Specific to a user interface platform, technology, application domain or organisation

QUESTION 37

Which one of the following best describes the purpose of a storyboard?

- * To provide a very early tangible basis for discussions about what the future interactive system could be like for the user, before prototypes are constructed

- * To obtain a deep understanding of the context of use, user needs and user requirements
- * To identify where encounters between the user and the interactive system happen
- * To guide usability test participants who get stuck during a usability test
- * To communicate important information about users gathered during observation and interviews to interested stakeholders in a popular and efficient way
- * To gather information about users, goals, tasks, resources and environments – that is, how things are currently done

QUESTION 38

Fill in the blanks:

The purpose of _____ is to serve as a helpful intermediate step in the transformation of the context of use information into comprehensive _____.

user needs, user requirements

QUESTION 39

Fill in the blank:

A Usability evaluation report is a document reporting the results of a usability test, a _____ or a user survey.

1. usability inspection

Explanation

Usability evaluation

A process through which information about the usability of an interactive system is gathered in order to improve the interactive system (known as formative usability evaluation) or to assess the merit or worth of an interactive system (known as summative usability evaluation).

Note:

1. Usability evaluation is a common term for

a. Usability test;

b. User survey;

c. Usability inspection.

QUESTION 40

Which two of the following statements about user needs and user requirements are correct?

- * User needs is another name for user requirements; the two are essentially the same
- * User requirements serve as a helpful intermediate step in the transformation of the context of use information into user needs
- * User needs serve as a helpful intermediate step in the transformation of the context of use information into user requirements
- * User requirements are derived from user needs
- * User needs are derived from user requirements
- * User needs and user requirements have no relationship with each other

QUESTION 41

Which one of the following statements best describes the term, 'mental model'?

- * A description of a fictitious but realistic user and what they intend to do when using an interactive system
- * A description of the subtasks within a task that have to be carried out in order to reach the user's goals
- * A person's thought process about how an interactive system works
- * A low-cost, simple model of a design or concept used to gather feedback from users and other stakeholders during the early stages of design
- * Information to help a user to interact with an interactive system
- * A data model of how usability test participants felt about an interactive system following a usability test session

QUESTION 42

Which one of the following best describes the purpose of personas?

- * Personas are used to gather contextual information relating to user needs without interfering with users' work
- * Personas are used to recruit usability test participants
- * Stakeholders use personas to communicate important information about market requirements and organisational requirements to user experience professionals
- * Personas are required to generate as-is scenarios, user needs and use scenarios
- * Personas are an efficient way of communicating important information about users gathered during observation and interviews to interested stakeholders
- * A persona is a description of a fictitious but realistic user and what they intend to do when using an interactive system

QUESTION 43

Choose the statements that are correct about organisational requirements;

- * Market requirements and organisational requirements are examples of requirements from stakeholders who are not users.
- * A requirement can be a qualitative user requirement or a quantitative user requirement
- * To convert user needs and user requirements into a working interactive system
- * An organisational rule that users have to follow when conducting their tasks.
- * Organisational requirements are requirements on the users that lead to requirements on the interactive system.
- * A statement of what users must be able to locate, recognise, understand, select or input as part of conducting a task with the interactive system to meet identified user needs in a specified context of use.

QUESTION 44

Which two of the following are frequently used usability evaluation methods?

- * Contextual interviews
- * Remote usability testing
- * Information architecture analysis through card sorting
- * Creating personas
- * Creating a storyboard
- * Heuristic evaluation

ISQI CPUX-F Exam Syllabus Topics:

TopicDetailsTopic 1- Understanding and specifying the context of useTopic 2- The human-centred design process- Usability tests
Topic 3- Specifying the user requirements- Definitions, concepts and guidelinesTopic 4- Usability inspections and user surveys-
Producing design solutions

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