

Exam 2

Chapter 5

This chapter begins with the discussion of four psychological principles:

- a. Users see what they expect to see
 - b. Users have difficulty focusing on more than one activity at a time
 - c. It is easier to perceive a structured layout
 - d. It is easier to recognize something than to recall it
1. Describe each principle and define a scenario that illustrates each item.
2. As per this discussion the book, describes the field of psychology called gestalt. Define what this is and then define the following laws:
 - a. The law of proximity
 - b. The law of similarity
 - c. The law of closure
 - d. The law of continuity
 - e. The law of symmetry
3. The book discusses some other principles that of Visibility, Affordance, and Feedback. Breakdown each item and describe why it is useful when it comes to the field of Interface Design.

Chapter 6

1. What is the difference between Quantitative and Qualitative requirements? Give an example for each.
2. One of the original views of usability included the following:
 - a. Learnability
 - b. Throughput
 - c. Flexibility
 - d. Attitude
4. Define each, provide an example, and describe why they are important to the field of UI design.
3. Now do the same for the modern views using the five e's:
 - a. Effective
 - b. Efficient
 - c. Engaging
 - d. Error Tolerant
 - e. Easy to learn
4. Prototyping
 - a. What is a Prototype?
 - b. Why are they useful?
 - c. Describe Low Fidelity prototypes including a summary of the types discussed in the book.
 - d. Do the same for High Fidelity

Chapter 7

1. I want you to read the Case study they present in this book and answer the following questions:

1. List five things that the company did correctly. Why do you believe this is correct?
2. List five things that the company did incorrectly or where they could improve? Why?
3. Overall, what is your opinion on this case study? Did the company accomplish their goals? Defend your opinion?

Please note: Instructor is open to alternative methods of learning and delivery, please contact the instructor for more information at [insert contact information].

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