

IHTE-3106 User Centered Product Development

Exam 16.5.2013/Jarmo Palviainen

Answer to the questions in the common writing papers given at the exam. Remember to write your name and student number to each paper. You don't need to return the exam questions. **Using calculator or any extra material is not allowed. It is ok to answer in Finnish if you prefer to do so.**

Q1: Terminology (6 points)

Explain briefly (2-4 sentences) the next terms:

- Usability design pattern (käytettävyden suunnittelumalli) (give at least one example) (1p)
- Context of use and its components (as defined in standards) (2p)
- Future scenario (as a term of future studies) (1p)
- What is user/customer segmentation? Mention two different approaches in segmentation. (1p)
- Persona (as a design tool, not as a concept in psychology) (1)

Q2: Small questions (6p)

Answer briefly (with few sentences, less than half a page) to the following questions:

- Why studying user values can sometimes be more useful than studying user needs?(2p)
- What does mean megatrend and macrotrend? What is the difference between the terms? Give two examples of both. (2p)
- What are the main principles of human centered design? (2p)

Q3 – Bigger small questions ☺ (6 p)

Answer the next questions in about half a page. A good answer can be also shorter!

- What does mean "principled negotiation". What things should be considered in negotiations? (The article McConnell: How to defend an Unpopular Schedule) (3p)
- How should UX work be executed when the organization is following agile software development? Simply describing agile software development is not a sufficient answer. Instead, focus on implications on UX work. (3p)

Q4 – Essays (12 p)

Answer the questions in about one page. A good answer can be also shorter!

- You were hired last week to work as an UX expert in a small consumer product company. The company is making a new version of their current product. The project has just started, and you are needed to bring skills you have learned at TUT. Within six months the product should be introduced to the market. Your supervisor wants you to present your suggestion about how to pilot human centered methods in this project. The target group for the presentation is the project team (two software developers, one domain expert and one user interface designer). **Prepare a compact presentation, showing the scheduled UX activities in the project. Justify your choices briefly.** (6p)
- What does usability requirement mean? What is a good usability requirement like? For what are they needed and how can they be used in product development. Present three well defined usability requirements for personalized student portal (POP). (6p)