**TIE-41206 Human-Centered Product Development, spring 2014**
**Exam 21.5.2014/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:**

    a) Usability design pattern (käytettävyyden suunnittelumalli) (give at least one example) (1p)
    b) Context of use and its components (as defined in standards) (2p)
    c) Future scenario (as a term of future studies) (1p)
    d) Group thinking (1p)
    e) ROI of usability (1p)

**Q2: Small questions (6p)**
**Answer briefly (with few sentences, less than half a page) to the following questions:**

    a) Why studying user values can sometimes be more useful than studying user needs?(2p)
    b) What is meant by megatrend and macro trend? What is the difference between the terms? Give two examples of both. (2p)
    c) List the possible tasks of a strategic UX team of a company. (2p)

**Q3 – Bigger small questions ☺ (6 p)**
**Answer the next questions in about half a page. A good answer can be also shorter!**

a) What is meant by "principled negotiation"? What things should be considered in negotiations? (The article McConnell: How to defend an Unpopular Schedule) (3p)
b) 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 how UX work should be carried out in agile development. (3p)

**Q4 – Essays (12 p)**
**Answer the questions in about one page. A good answer can be also shorter!**

    a) You have just started up a new small company with 4 of your co-students. You are responsible of ensuring the UX of the forthcoming product. What should you take into consideration when trying to increase the products user experience and how would you improve it? Please, briefly consider all possible aspects of UX and how your company should take them into account. If it helps, you can concretize the essay by choosing any interactive product you would like as an example.

    b) 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)

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