S-72.2510 User-Oriented Design of Telecommunications Services

Closed-book exam,
1ˢᵗ of September, 2011

1. Briefly describe the following UCD methods i) Scenarios of Use and ii) Critical Incidence Technique. List in bullet points their strengths and weaknesses.

2. Your task is to first benchmark to sites using social media and then to develop a new site based on results you got from benchmarking and by using some user centric design (UCD) process. i) Give two alternate process suggestions for UCD. ii) List in bullet points their strengths and weaknesses.

3. Based on the figure below, indicate the methods that are recommended for i) limited time/resources, ii) no direct access to users and iii) limited skills/expertise. Reply to this question by ticking the respective cells in the table given in the next page. This assignment is graded such that you get 1 point from each correct selection and – 1 point from each wrong selection. So, please don't make any guessing if you don't know the answer.

Methods table

you can select the most appropriate methods depending on three conditions

☐ limited time/resources   ☐ No direct access to users   ☐ Limited skills/expertise

Planning & Feasibility	Requirements	Design	Implementation	Test & Measure	Post Release
Getting started	User Surveys	Design guidelines	Style guides	Diagnostic evaluation	Post release testing
Stakeholder meeting	Interviews	Paper prototyping	Rapid prototyping	Performance testing	Subjective assessment
Analyse context	Contextual inquiry	Heuristic evaluation		Subjective evaluation	User surveys
ISO 13407	User Observation	Parallel design		Heuristic evaluation	Remote evaluation
Planning	Context	Storyboarding		Critical Incidence Technique	
Competitor Analysis	Focus Groups	Evaluate prototype		Pleasure	
	Brainstorming	Wizard of Oz			
	Evaluting existing systems	Interface design patterns			
	Card Sorting				
	Affinity diagramming				
	Scenarios of use				
	Task Anaysis				
	Requirements meeting				

Method	Limited time/resources	No direct access to users	Limited skills/expertise
Getting started			
Stakeholder meeting			
Analyze context			
ISO 13407			
Planning			
Competitor analysis			
User surveys			
Interviews			
Contextual inquiry			
User observations			
Context			
Focus groups			
Brainstorming			
Evaluating existing systems			
Card sorting			
Affinity diagram			
Scenarios of use			
Task analysis			
Requirements meeting			
Design guidelines			
Paper prototyping			
Heuristic evaluation			
Parallel design			
Storyboarding			
Evaluate prototype			
Wizard of Oz			
Interface design patterns			
Style guides			
Rapid prototyping			
Diagnostic evaluation			
Performance testing			
Subjective evaluation			
Heuristic evaluation			
Critical incidence technique			
Pleasure			
Post release testing			
Subjective assessment			
User surveys			
Remote evaluation			