Answer Hints for Quiz 2, on Chapter 9, Tuesday, May 8th, 2012

Answer each of the following questions concisely, within the number of words/sentences specified in parentheses after the question. No sentence should be longer than 2 lines. Any text that goes beyond these limits will be ignored!

There are 7 questions, but only the 6 best answers will be counted, at 1/2 point each.

1   In the context of interaction design, what is meant by expectation management? (One sentence)

> 9.2.1, second half, starting with "expectation management is …"

2   Name one possible drawback of involving users in interaction design (aside from the fact that it takes up some of their time).

> Box 9.3, Users as project team leaders
>
> 9.2.2 Dilemma: Too much of a good thing: in particular the list of four points.
>
> Slide 11 on p. 6 (briefer mention)

3   The chapter discusses four basic activities in interaction design, which it presents in a "simple lifecycle model". Name at least 3 of these activities. (Use 1-2 words for each activity.)

> Figure 9.3, 9.2.4, 9.2.5, Slides 13 and 14. Exact words required, except for minor deviations ("Prototypes" instead of "Prototyping"; "Design" instead of "Designing Alternatives")

4   Steve Jobs once said: "It's not the consumers' job to figure out what they want." Give one argument to support this claim. (1 sentence)

> Slides 20 and 21; Section 9.3.2

5   In the iTunes store on the web, you can purchase music to download. Name three types of stakeholder in the iTunes store. (At most a few words for each type.)

> The customer; the music company (e.g., Sony); the artists who make the music; Apple itself (since it makes a profit on each sale); the user's web service provider (since downloads consume their bandwidth); [perhaps there are other plausible ones as well]. "Competing music platforms" is a borderline case, since you wouldn't consult them in requirements establishment, but it's not obviously wrong, so it can be allowed.

6   Briefly describe one approach to stimulating creativity in the generation of design alternatives. (One sentence.)

> Section 9.3.3, especially starting with the 3rd paragraph.

7   Name two characteristics of the agile approach to system development? (One brief sentence for each; you do not need to discuss the complex question of how to integrate user-centered activities into an agile approach.)

> 9.3.5, especially starting in the second paragraph.