

THE BRITISH COMPUTER SOCIETY

THE BCS PROFESSIONAL EXAMINATION Professional Graduate Diploma

USER INTERFACE DESIGN

12th May 2003, 2.30 p.m.-5.30 p.m..

Answer THREE questions out of FIVE. All questions carry equal marks.

Time: THREE hours.

1. Describe the design characteristics of a user interface which would allow users to auction goods over the web, e.g. www.ebay.com, and a user interface for a word processor, e.g. Microsoft Word. Highlight the differences between the two designs. **(25 marks)**

2. You are responsible for the user interface design of a sales automation system at a large IT company. The software provides sales representatives with a system that allows them to:
1. Track conversations they have had with prospective customers.
 2. Manage the sales process from initial contact, evaluation, through to installation of the software.
 3. Understand the structure of the organisation the sales representative is selling into, e.g. names of the users, managers and directors and identification of who holds the budget.
 4. Storage of all documents that are sent to that organisation.

Write a set of guidelines for your staff discussing the user interface design priorities for the software.

(25 marks)

3. An employee of a large multinational software company is taking the company to court because of injuries sustained through RSI (Repetitive Strain Injury). You have been brought in as an independent consultant to help remedy the problem. Write a safety briefing, to circulate to all employees, describing measures they should take in order to reduce the hazards of using computers at work. **(25 marks)**

4. You have been asked to design an interface for a refrigerator. The design brief is as follows:

- Easy to use
- Colour touch screen monitor on the outside of the refrigerator
- Keep track of products that are stored
- Alert the owner when he or she is running low on products
- Able to order products over the web
- Have a mechanism to suggest recipes based on the contents

List the key components that would need to be used in the design of such a system. Discuss the design of the user interface. **(25 marks)**

5. A new website for your company has recently gone 'live'. The company makes furniture and the website has details of all of your products including pictures, dimensions and colours. It also has links to retail outlets that enable customers to purchase the goods at stores or on websites. How would you measure the success of the interface of the new website? **(25 marks)**