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Unit 2 - Week 1

Register for Certification exam

Course outline

How to access the portal

Week 1

- Introduction
- User Interface Designer
- Design methods -I
- Design Methods -II
- Human Factor in Interaction Design
- Quiz : Assignment 1
- Solution for Assignment-1

Week 2

Week 3

Week 4

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Assignment 1

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-03-13, 23:59 IST.**

1) Which design methodology flows is unidirectional and does not incorporate scope of iteration? **1 point**

- Iterative model
- Waterfall model
- Deductive process
- Double diamond method

No, the answer is incorrect.

Score: 0

Accepted Answers:

Waterfall model

2) Action office series furniture is designed by the following industrial designer – **1 point**

- Jakob Nielsen
- Karim Rashid
- George Nelson
- Donald Norman

No, the answer is incorrect.

Score: 0

Accepted Answers:

George Nelson

3) Which of the following design methods incorporate voice of customer into design through participatory approach? **1 point**

- Co-design

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No, the answer is incorrect.

Score: 0

Accepted Answers:

All of the above

4) What is correct the sequence of various stages of 'Double Diamond Method', proposed by British Design Council? **1 point**

- Define> Discover> Develop > Deliver
- Discover> Define > Develop > Deliver
- Discover> Develop > Define > Deliver
- Define> Discover> Define > Deliver

No, the answer is incorrect.

Score: 0

Accepted Answers:

Discover> Define > Develop > Deliver

5) DMAIC and DMADV are two methodologies based on 6 σ concept and Plan-Do-Study-Act concept. Which of the following statement is true? **1 point**

- DMAIC is used for creating new product or process designs and DMADV is used for improving an existing business process
- DMADV is used for creating new product or process designs and DMAIC is used for improving an existing business process
- DMADV and DMAIC both can be used for creating new product or process designs as well as for improving an existing business process
- DMADV and DMAIC are processes for creating new products or process based designs.

No, the answer is incorrect.

Score: 0

Accepted Answers:

DMADV is used for creating new product or process designs and DMAIC is used for improving an existing business process

6) Full form of PDCA, a process for statistical product quality administration, is— **1 point**

- Product-Development-Creation-Administration
- Plan-Do-Check-Adjust
- Plan-Define-Create-Analyze
- Plan-Design-Check-Adjust

No, the answer is incorrect.

Score: 0

Accepted Answers:

Plan-Do-Check-Adjust

7) The terminology for user's perceived image of a product, based on previous experience is — **1 point**

- Mind Map
- Mental Model
- Mental Map



Mind Model

No, the answer is incorrect.

Score: 0

Accepted Answers:

Mental Model

8) What do you understand by potential target audience?

1 point



They are the early users of a product, who contributes most to achieve the 'break-even'



They are the user group who help during the user-testing process of a product design to assess the potentiality of the product before market launch



These are the target audience group for whom the Beta version of the product is launched



They are not the current user of a product, but can be included within the target segment by product diversification or addition of features.

No, the answer is incorrect.

Score: 0

Accepted Answers:

They are not the current user of a product, but can be included within the target segment by product diversification or addition of features.

9) According to the 'Product-Life Cycle' the sequence of users of a product is as follows—

1 point



Innovators- early adopters- early majority- late majority- laggards



Innovators- - laggards - early adopters- early majority- late majority



early adopters- early majority- innovators- late majority- laggards



Innovators- early majority- early adopters- late majority- laggards

No, the answer is incorrect.

Score: 0

Accepted Answers:

Innovators- early adopters- early majority- late majority- laggards

10) Model of customer satisfaction is proposed by—

1 point



Yoji Akao



Yayoi Kusama



Noriaki Kano



Katsushika Hokusai

No, the answer is incorrect.

Score: 0

Accepted Answers:

Noriaki Kano

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