

Rough Guide

- What are the 6 steps of user-centered design?
- What is the difference between UI and UX?
- Is it possible to have a good UX but bad UI?
- What are the ethical considerations when conducting human subject experiments (ORE tutorial)?
- What is the difference between user groups and personas? How are they used?
- What is empathy map?
- What is exploratory study?
- What are the benefits of quantitative and qualitative data?
- What are considered good/bad interview questions and why?
- What is a “walkthrough” question in an interview? What is it useful for?
- What habits should we avoid when interviewing?
- What is the difference between controlled and naturalistic observation?
- When would we want to do observation versus interview?
- What is the difference between direct and participant observation?
- What is the process of conducting an observational study? How do you choose a venue? What data can be collected and how do we analyze observation data? What are the ethical considerations?
- What are Flow, Sequence, Cultural, Artifact and Physical models?
- What are user stories?
- What kinds of information do storyboards contain? What are storyboards for?
- What is the difference between sketches and wireframes?
- What is information architecture?
- What is the difference between site flows and user flows?
- What is the difference between prototype and wireframe?
- What is the difference between low-fidelity and high-fidelity prototype?
- What is a Wizard-of-Oz study?
- What are the benefits of paper prototyping?
- What is 5 second test? What kind of things can you test with 5 second test?
- What is Von Restoff effect?
- What are Gestalt principles and how are they used in interface design?
- What is the implication of central vs peripheral vision for design?
- What are some ways you can evaluate paper prototype?
- What are some gameful design heuristics and how would you apply them to make an application more engaging?
- What is a “Curb Cut” phenomenon?
- What is the difference between universal and ability-based design?