

11. Human Factors (Part 2)

1. Describe the difference between Cognitive & Kinetic **Performance Load**. Give examples.
2. Give an example of a product popular because of **Performance** & one example of a product popular because of **Preference**. Explain. What can influence Preference in design?
3. What is the value of **Progressive Disclosure** in design?
4. How does the 140 character restriction of Twitter.com utilize the elements of the **Readability** principle of design?
5. How is the **Serial Position Effect** demonstrated as a commercial design flaw in Craigslist.com? Explain & propose a solution.

Test Guidelines

- Start with the text book, *Universal Principles of Design*
- Answer according to your understanding of the tested principles
- Refer to text, class notes, and additional research might be required.
- Grades are based on student's ability to demonstrate a thorough understanding of the design principle and not copying definitions from the text or web.
- Each test is worth 100 points and will be graded for accuracy as described in assigned text and referenced materials, and a demonstration of understanding.
- When an original image is requested, this means a photo taken and submitted by the student and not copied from a web page or taken from textbook.

Save completed test with your name & course number as file name and email to scott@utdbox.com for credit. Grades will be posted on UTD Orion. Student is allowed to resubmit test to improve grade.