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COMMON ASSESSMENT TASK

Level 1 Digital Technologies, 2019

91886 Demonstrate understanding of human computer interaction

Credits: Three

Achievement Criteria		
Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of human computer interaction.	Demonstrate in-depth understanding of human computer interaction.	Demonstrate comprehensive understanding of human computer interaction.

Type your School Code and 9-digit National Student Number (NSN) into the header at the top of this page. (If your NSN has 10 digits, omit the leading zero.)

Make sure you have the TWO video files.

Answer all parts of the assessment task in this document.

Your answer should be presented in 12pt Arial font, within the expanding text boxes, and may only include information you produce during this examination session.

You should aim to write between **800–1500 words** in total.

Save your finished work as a PDF file with the file name used in the header at the top of this page ("SchoolCode-YourNSN-91886.pdf").

By saving your work at the end of the examination, you are declaring that this work is your own. NZQA may sample your work to ensure that this is the case.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

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Merit
05

INSTRUCTIONS

You are to watch a screen-capture video that shows a website's user interface, and then respond to all parts of the assessment task.

You may play, pause and restart the video as often as you need to. (The video has no sound.)

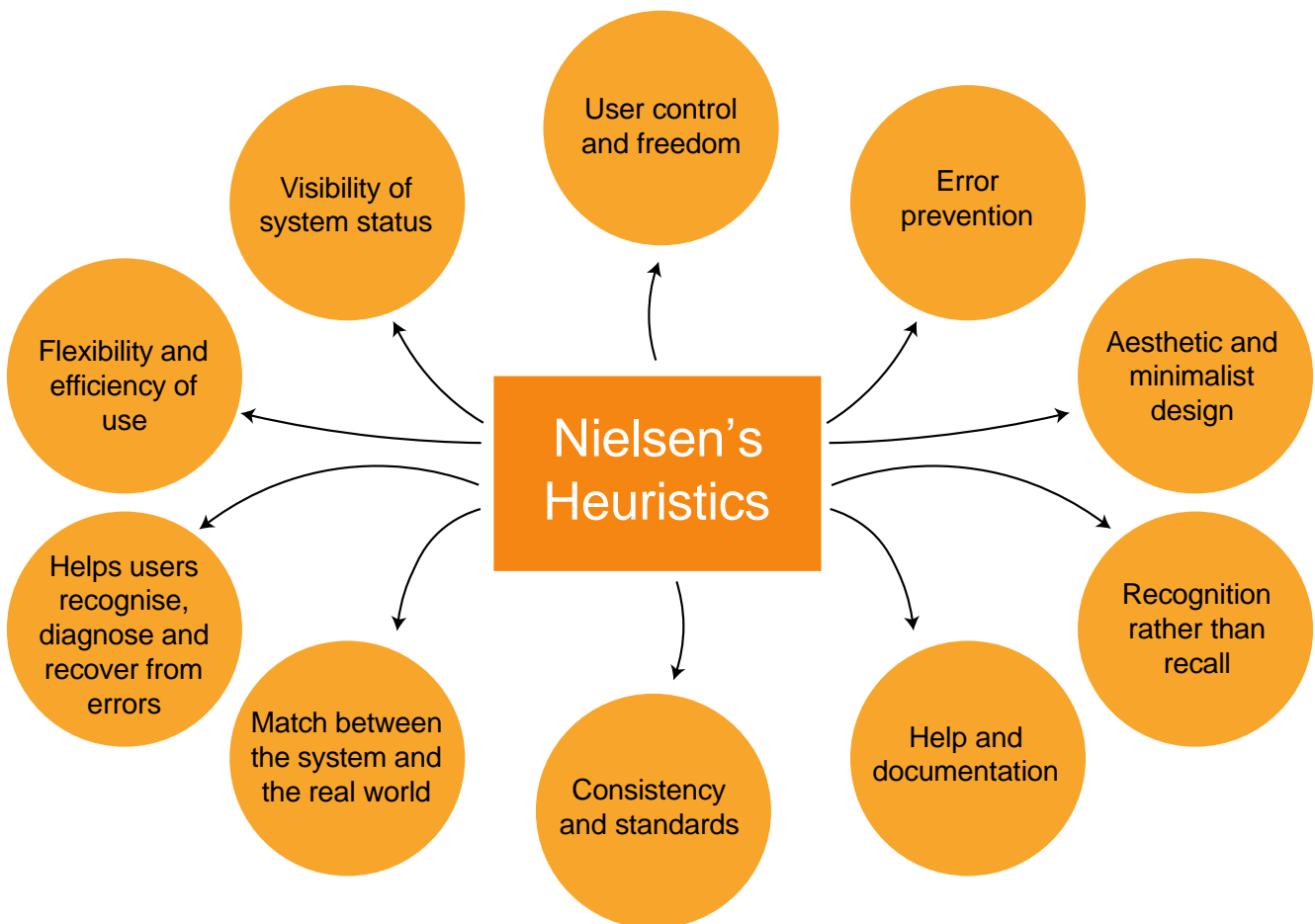
In your answers, you should use the snipping tool (Windows) or take screen shots (Mac) from the video to illustrate the points you make.

Read all parts of the assessment task before you begin.

From the two videos provided, type your chosen screen-capture video in the space below:

Begin your answers on page 3.

RESOURCE: Nielsen's Heuristics



Source (adapted): <https://www.nngroup.com/articles/ten-usability-heuristics/>.

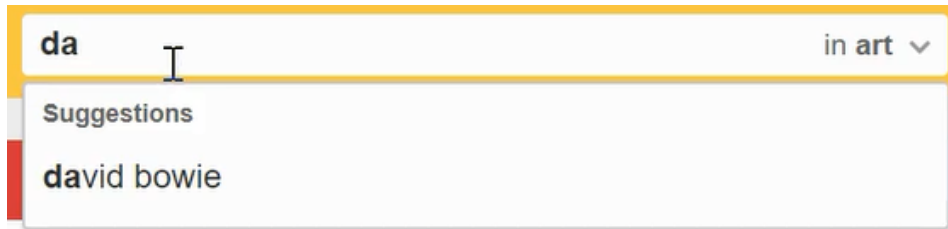
ASSESSMENT TASK

- (a) Describe the role of the interface of your chosen website.

The role of the interface is to match people who are looking to buy items or services with people who are selling items or offering services. It mainly services as a platform for buyers and sellers, buyers can browse multiple categories, apply certain filters to refine their search, see what the products look like, and bid or buy items that they are interested in. People can also browse services such as jobs or flatmate listings.

- (b) Identify examples from the interface that illustrate at least FOUR of Nielsen's Heuristics, which are shown on page 2. Illustrate your answer with screenshots from the video.

Recognition over recall:



Recognition over recall both helps the speed at which users use the interface and it makes it a whole lot easier for the user, as they don't have to remember exactly what they need to type, they just need to know the gist or fragments of their query. Recognition over recall is mostly used in search bars, giving results based on what you've searched up before. Trade me has integrated this into their search bars to make it easier for the user to find what they're looking for, they don't have to remember the whole query, they just need to recognize all of it or parts of it.

Help users recognize, diagnose and recover from errors:

A screenshot of a form with several input fields. The first field is 'Date of birth' with three sub-fields: '31', 'November', and '2017'. Below it is a red error message: 'Please make sure you enter a full 4 digit year and that it's between 1900 and this year.' The second field is 'Phone number' with a sub-field '020' and a text input '2313131313'. Below it is a red error message: 'Please add a phone number that is at least 6 and at most 10 digits.' The third field is 'Country' with radio buttons for 'New Zealand' (selected) and 'Australia'. A yellow circle highlights the 'Australia' radio button. The fourth field is 'Address finder' with a text input 'Start typing your address...'. Below it is a red error message: 'Please enter your address.' Red boxes highlight the '31', 'November', '2017', '020', and '2313131313' fields.

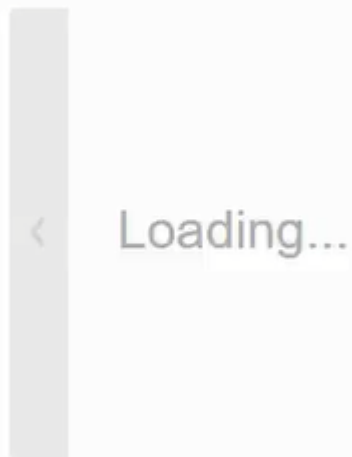
Errors can seriously harm a user's experience on an interface. By helping them diagnose and recover from errors, they can get back onto the interface as fast as possible. They can also remember what to do or how to prevent the error before it happens. Here, Trade me has added in some red highlights and some text to show the user what they've done wrong. On top of that, they have text telling the user what's incorrect and how to fix it. Outlining the input boxes in red grabs the users' attention to them, so they can see what parts are wrong and what parts aren't. The text underneath tells the user what is wrong and how to fix it.

Visibility of system status:

2:21 pm, 16 Mar

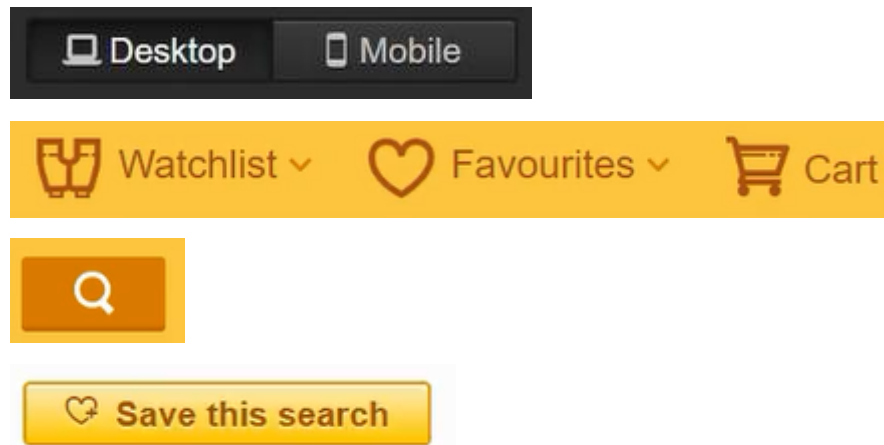
[Pets & animals](#)

Closing soon



Informing the user of background processes or what is currently going on with the interface. This makes sure that they know what's going on and don't mistake it for an error. Trade me has used this quite a bit, the website shows the time on all pages, highlights things like links, tells the user if they're logged in or not (its blurred out for privacy reasons) and shows them if something is still loading or processing. This is so the user knows what's going on at all times and doesn't mistake anything for errors.

Match between system and real world:



We use symbolism in our everyday lives. Whether you're passing a school and there's a sign of a mother holding her child's hand or you're using a keyboard which has volume controls on them, symbols help us understand things. It is highly uncommon for a well-known website to opt out of using symbols, as people might understand the symbol first rather than the words. Taking things from the real world and turning them into symbols can greatly increase our understanding of certain things. For example, one of Trade me's many nav bars contains a watchlist button, a favorites button and a cart button. The watchlist button features a pair of binoculars, which the user will see and make a connection to the real world. Binoculars are used for looking at things from a distance, used by hunters to spot prey and bird enthusiasts to find birds without spooking them. The connection here is that binoculars are used for searching for things, which relates to what the button actually does. Another example is the shopping cart. Shopping carts are used in supermarkets, you put the items you want to buy in them and you put it back in its place when you check out. The cart connects to shopping and placing your items you want to buy in it, which the user will recognize and determine that the button must be something to do with shopping.

- (c) Evaluate the effectiveness of the interface using Nielsen's Heuristics. To demonstrate an in-depth understanding, evaluation of more than FOUR heuristics is recommended. Illustrate your answer with screenshots from the video.

Match between system and the real world:



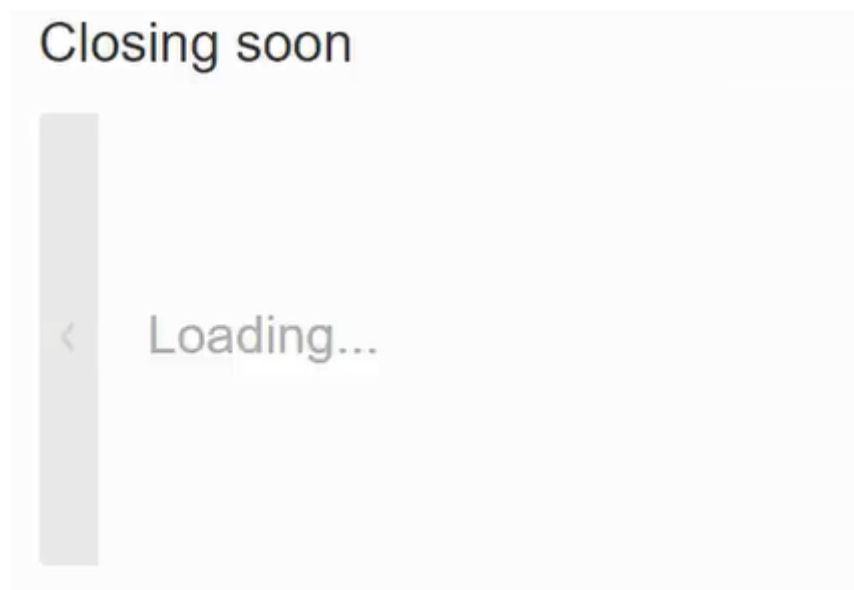
I think they did a pretty good job with the symbolism, there is the perfect amount and they are really easy to understand. They are also very relevant, they don't make you scratch your head in confusion and think "what is this symbol?", or "what does this mean?"

Help users recognize, diagnose and recover from errors:

A screenshot of a registration form with several fields and error messages. The "Date of birth" field has three sub-fields: "31", "November", and "2017", with a red error message below: "Please make sure you enter a full 4 digit year and that it's between 1900 and this year." The "Phone number" field has a sub-field "020" and a main field "2313131313", with a red error message below: "Please add a phone number that is at least 6 and at most 10 digits." The "Country" field has two radio buttons: "New Zealand" (selected) and "Australia". The "Address finder" field has a placeholder "Start typing your address..." and a red error message below: "Please enter your address." A yellow circle highlights a mouse cursor pointing at the "Country" field.

Trade me did this very well – it helps users see what's wrong, what parts are wrong and how to solve the problem. This makes it very easy and convenient for new users to recover from errors, rather than scrolling through a huge index of help pages.

Visibility of system status:



Showing the user that something is loading makes them know that it isn't an error, it's just processing. If mistaken for an error, the user might go searching for help, reload the page or just decide that the interface is poorly designed and is broken. This ensures that they don't do any of the latter.

Recognition over recall:



Another heuristic that makes everything nice and convenient is recognition rather than recall. This makes it so users don't have to remember specific keywords, they just have to recognize certain parts of the phrase. It also creates suggestions as you type, based on either your interests, recent searches or what is trending.

Help and documentation:

Search results

41 results for "what is autobid"

Placing a bid

you until you win the auction or your *auto-bid* is exceeded. Just tick the *auto-bid* box to place an *auto-bid*.
If you

Missing payments

payment? **What** was the total amount of the payment? *What* references were attached to the payment?
This *is* most helpful

General Marketplace photo policy and guidelines

experience it *is* for your buyers. *What* are pixels? The word 'pixel' means a picture element and they are
the

If the users weren't able to find a solution to an error, an index of help pages is available for them to browse in. It incorporates a search bar so the user can easily look up what the issue was and how to fix it rather than scrolling and looking at each link in a very long page of help articles. It also highlights keywords in the search query in the article summaries, which can help the user determine which page to look at.

- (d) Compare and contrast the interface in terms of Nielsen's Heuristics with another interface of your choice. This second interface could be from the other screen-capture video provided, or an interface you have studied.

I will choose Steam since both interfaces are fairly similar and they have some of the same roles. Steam is also an interface where you can buy and sell items, but it only has games and items in games for sale. Steam is very simple. The first page is the store page – it has the same categorized rows as Trade me does, that features games for sale. The Steam interface is very smooth, well ordered, and most other links are kept in dropdown bars, similar to Trade me. However, Trade me has several nav bars plus a box under the nav that holds more options. This makes the website very clunky and noisy. Steam has one nav bar that is static across all pages, and has a second bar on the store page that holds all the categories. They are all placed in logical order with relevant phrases determining what drop down bar has what, instead of overcomplicating it and spreading them out. The one thing Steam lacks in is use of symbols. Trade me uses a lot of symbols to tell the user what is what, but Steam only has maybe one or two. Users may not understand what certain things mean, and symbolism is there to give them clues. Trade me does this very well.

- (e) Use the comparisons you made in (d) as a starting point to recommend possible improvements to your chosen interface. Justify your recommendations in terms of Nielsen's Heuristics.

I think the only thing Trade me could improve their interface is to clean it up a bit. There is a lot of things that could be put under one category, but it is spread out in the top part of the page. Instead of putting all the popular categories into one large box at the top of the page, they could place it into more drop down bars, this would save space and would make the website more orderly. All the other services that are located on the top of the page could also be hidden and put into another category. Most of the people looking to buy or sell items on Trade me probably don't want or need personal loans, insurance or personal advertisement. The only heuristic they really need to work on is aesthetic and minimalist design; hiding all the unnecessary links under dropdown bars and sorting them in a logical order with relevant keywords and symbols.

Merit Exemplar 2019

Subject	Digital Technologies		Standard	91886	Overall grade	05
Q	Grade	Annotation				
a		The candidate clearly described the role of Trade Me.				
b		The candidate clearly and concisely identified and described four heuristics (e.g. recognition rather than recall; helps users recognise, diagnose and recover from errors; visibility of system status; match between the system and the real world). They provided examples of each. They also included a number of evaluative comments (e.g. “makes it a whole lot easier for the user, as they don’t have to remember exactly what they need to type”).				
c		The candidate has evaluated, with use of examples, how five heuristics were met by their chosen interface. For instance, as regards the heuristic ‘match between the system and the real world’, the candidate commented that “there is the perfect amount and they are really easy to understand. They are also very relevant, they don’t make you scratch your head in confusion”. To achieve a Merit grade, the candidate would need to have evaluated some more heuristics, as well as providing more examples to support these. They would also need to have identified and evaluated any heuristics that may were violated.				
d		In the compare and contrast part of the assessment task, the candidate mainly talked about the similarities and differences in terms of the role and overall design of the interfaces. For Excellence, the candidate would need to compare and contrast the chosen interfaces in terms of the heuristics (i.e. they would need to compare in terms of similarities and contrast in terms of their differences and then discuss). They did mention symbols but did not mention the corresponding heuristic (i.e. match between the system and the real world).				
e		The candidate only suggested one improvement related to aesthetics and minimalist design. For an Excellence, the candidate would need to have suggested at least two improvements from the given interface. These should be in terms of the heuristics and should be reasonable.				