The final

Overall Comments on Final Exam

**Heuristic Z-daily**: Mostly a good job. People lost points for not being descriptive enough or mismatching the problem with the wrong heuristic. Project use of class ideas: Again, good scores here. Most people lost points for not including 3 ideas, not defining the class concept in terms of how you used it, or not including enough of a description of how you used the concept.

**Gestures**: The main point of this question was to get you thinking a little more about how the heuristics might apply in a new kind of interface with different attributes that might affect the usefulness of the heuristics. Originally I was going to do the question with voice menu interfaces on phones, but Hao-Chuan found the article and it seemed more relevant and interesting to the class -- plus served as a nice example of a HFS-type critique from a master.

The actual grading was mostly light; if you mentioned and defined Nielsen's heuristics and made some claims about how applying them might be different in new interfaces that were actually related to the heuristic, you did fine. We didn't hold you hard to the "more or less" part, though, we did want comparison and people who didn't make differences clear lost a couple of points. People who didn't define the heuristics lost a point. People who didn't use Nielsen's heuristics from lecture, and just did general HFS-type principles lost a couple of points well. But overall people did okay on a relatively open-ended question.

**Concentration design**: Most people did a nice job of giving design suggestions and justifying them using ideas from class. A few people left out the justifications, and a few people didn't focus on making the game easier to play, just on fun, and those people lost a lot of points. Some of the ideas were really creative, which was fun to read.

**Facebook game**: 1. For the cultural parts, most people did a good job in using individualism/collectivism or analytic/holistic cognition as the basis to propose reasonable game elements that would motivate individuals of different cultural backgrounds. A straightforward design was to set competitions that are individual-based for Americans and group-based for Chinese (e.g., using group as a unit, and comparing one group's performance to another in the competition). This is likely to work as Americans and Chinese are with diverse social orientations. Individualistic cultures (American) value personal achievements while collectivistic cultures (Chinese) value working toward group goals. One mode of minor failure is that sometimes people were not concrete enough about their game elements or did not specify the cultural processes, although the direction seems right.

2. For self-expression, the key is to allow users to "express", so customization of content or avatars or storytelling are all reasonable answers. Most people did quite well on this subquestion.

**Project ideas**: Good job on this section. Mostly very thoughtful reflections on your project and interesting topics. If you lost point it's probably because you listed HFS topics, did not briefly explain the topic/idea you listed, or you did not list three topics.

**Hot Topic**: Most of you chose to write an essay with slides/images that contain a good amount of information. Good job on selecting interesting topics to present- we can see some of you chose to extend some topics related to what you talked about in class, or with your own group project. That's nice.

It is common to not to explain why the chosen topic is important to the HCI community- mentioning some practical implications will be a nice way to do that. That being said, you did a good job researching on the topic and present related research/designs.

It's a bit disappointing to see many of you did not try to relate your presentation to concepts you covered in class (from readings, guest lectures or class discussion) or did not make the connection explicit. This is where most people lost point from.

Some tips on the presentation: if you choose to go with scripts-slides style, make sure your content lines up together. It's pretty common when you have useful information listed on slides but you did not explain at all what that is in the script.

**Grading Rubrics**

1. **Read Don Norman's critique of gestural interfaces at... (12 pts):**
4 points for each principle of heuristic evaluation selected. For each heuristic, 1 point on the description and definition of the principle, and 3 points on justification why this principle may be different in gestural interfaces.

2. **There's an online version of the game concentration... (15 pts):**
3 points for each problem

   - 1 point for the problem description (why is it a problem, and clarity of description)
   - 1 point for identifying a reasonable heuristic
   - 1 point for how the problem affects usability, and what aspect of
usability it affects.
5 problems x 3 points each = 15 points

3. **Now propose, briefly, three ways to redesign one aspect of the game Concentration... (15 pts):**

5 points for each aspect to redesign

- 1 point for the description (with sketches if needed) of the redesign
- 4 points for justification, mentioning class concepts and clearly explaining how they connect the redesign to the design goal

3 redesign ideas x 5 points each = 15 points

4. **You have been hired by Facebook to create an application that uses a game... (12 pts):**

The question has three parts, (1) Give one example element that would work better for American than Chinese users, and explain why. (2) Give one example element that would work better for Chinese than American users, and explain why. (3) Give one element that would support self-expression, and explain why.

4 points for each part. For each part or subquestion, 2 points on the idea and the description of motivational or gameplay element, 2 points on justification and rationale why this would work. For subquestions (1) and (2), the justification should be based on cultural differences discussed in the class or supported by social science studies that you can point out (so, NO folk theories and stereotypes). For subquestion (3), describe clearly (yet concisely) HOW the element would support self-expression.

5. **Discuss how your project—not your interface—did well... (15 pts):**

4 points for each topic (two topics you used well, one that you could have used better) based on:

- 1 point for briefly describing the topic/idea
- 1 point for describing the related aspect of your project
- 2 points for explaining how it (or could) relate to that aspect

4 topics X 3 points each = 12 points

Plus, 3 points for overall interestingness of topics (i.e., not just the same old topics from HFS)

6. **Prepare your own Hot Topic... (33 pts):**

**Content**

- (8 points) Explained the key concepts/ideas clearly, and why it was interesting to an HCI class.
- (8 points) Presented relevant examples from related work (other essays/blog posts/web pages/research papers/examples) on the topic
- (8 points) Made explicit connections with concepts covered in class (from readings, lectures, hot topics, etc.)

**ONE OF**

**Presentation: slides/paper**

- (6 points) Quality of presentation (coherent, organized, mistake-free, appropriate referencing)
- (3 points) Quality of slides/images (e.g. Did the visual aid add to the understanding of information?)

**Presentation: video**

- (6 points) Presentation style (e.g. was the presentation coherent and engaging? Did you appropriately reference external sources?)
- (3 points) Quality of visual aids (e.g. Did the video portion add to the understanding of information?)