ourdiu.com | Shared by Mainul Haque Badhon

Daffodil International University
**Faculty of Science and Information Technology**
**Department of Information Technology & Management**
**Mid-Term Examination, Fall 2026**
**Course Code: ITM 211; Course Title: HCI and User Experience**
**Sections & Teachers: A (AR)**

**Time: 1:30 Hours** **Marks: 25**

## Answer ALL Questions

*[The figures in the right margin indicate the full marks. All portions of each question must be answered sequentially.]*

1. *a)* **Define** HCI and UX, and **identify** the criteria used to measure the success of an interactive platform with a relevant example. [Marks-3]

   *b)* **Illustrate** the Ponzo and Müller-Lyer Illusion with proper diagrams and briefly **summarize** their effects on user perception in app/web interface design. [Marks-3]

   *c)* **Differentiate** between deduction, induction, and abduction in reasoning with suitable examples from HCI. [Marks-3]

   CLO-1
   Level-4

   *d)* A touchscreen banking app provides two designs for a *"Confirm Payment"* button. *Design A* has a target distance of 8 cm and a button width of 2 cm, while *Design B* has a target distance of 6 cm and a button width of 3 cm. **Apply** Fitts's Law to calculate the movement time for both designs and **justify** which design provides better interaction efficiency. [ a=2; b=3] [Marks 3]

   *e)* **Analyze** the practical implications of Moore's Law for the development and usability of everyday computing devices. [Marks-3]

2. *The bKash mobile app allows users to send money, make payments, recharge mobile phones and check transaction history. During usability testing, some users accidentally select Cash Out instead of Send Money because the options appear similar, while others believe a payment has been completed after receiving a confirmation prompt without checking final transaction status. Although the app uses icons, menus, confirmation messages and transaction notifications, some users still struggle to identify the correct actions and understand the system's responses.*

   CLO-2
   Level-6

   *a)* **Design** the interaction framework for the above bKash app and **interpret** the concepts of the Gulf of Execution and Gulf of Evaluation using relevant examples from the scenario. [Marks-5]

   *b)* **Demonstrate** all stages of Donald Norman's model in the context of the scenario. **Identify** which user errors are slips and which are mistakes. [Marks-5]