

Chapter 1:

Short Answer Questions:

Ex. 1

Where can you find HCI?

ANS: We find HCI in organizations such as clerical work supported by office systems, managerial work supported by Enterprise Resource Planning, project management software and group & individual Decision Support Systems, and professional work supported by an online library. HCI is also used in exciting areas like robotics, battlefield, cockpits and entertainment.

Ex. 2

Why it is important to study HCI?

ANS: The human-computer interface consumes 50-70% of the systems development effort. The importance of the interface to user acceptance is understood. It is true that “an interface can make or break the system.” Users see the system through the human-computer interface. Users care about what they enter into the system and, more importantly, what they get out of the system. The World Wide Web, which is the most accessible computer platform to a diversity of users, enlightens us about the current practice of HCI design.

A recent corporate Website survey claims that spending 10% of their development budget on usability can increase their usability by 135% (Nielsen, 2003). Other surveys indicate that users find the information they seek only 42% of the time, 62% of web shoppers have given up looking for the target item, and a third study found that 51% of major websites violated the most basic design guidelines. Clearly, there is a need for a more systematic treatment of HCI in the development process and a more prominent presence of HCI experts in information systems projects.

Ex. 3

Design a simple online bio for the class, and write a report about your design.

Faculty Profile – Dr. Jane M. Carey

[Dr. Jane M. Carey](#)

Department of Management



PhD in Business Administration, University of Mississippi, 1984
MBA Eastern Illinois University, 1978
BS Eastern Illinois University, 1969

Jane M. Carey is an associate professor of information systems in the School of Global Management and Leadership at Arizona State University. Dr. Carey 's research interests in the areas of human computer interaction (HCI), the impact of Information Technology on Supply Chain Management in China, and software globalization. She has published seven books as well as many journal articles and book chapters.

Research Interests

Human Computer Interaction, Global Software Development, Cultural Aspects of Interface Design

Selected Publications

- Zhang, P., Carey, J.M., Te'eni, D. & Tremaine, M. (2005). Integrating Human-Computer Interaction Development into the Systems Development Life Cycle: A Methodology. *Communications of the Association of Information Systems*, 15, 512-543.
- Carey, J.M., Galletta, D., Kim, J., Te'eni, D., Wildemuth, B. & Zhang, P. (2004). The role of Human-Computer Interaction (HCI) in the Management Information Systems (MIS) curricula: A call to action. *Communications of the Association of Information Systems*, 13, 357-378.
- Carey, J.M. & Kacmar, C. (2003). Towards a general theoretical model of computer-based factors that affect managerial decision making. *Journal of Managerial Issues*, 15(4), 430-449.

Courses

ISM 410	Client/Server Application Development
ISM 411	Distributed Systems Development and Deployment
ISM 412	Information Systems Resource Management
CIS 502	Information Systems Concepts in Practice
BUS 591	Project Management

[Curriculum Vitae](#)

Report: This web page has 7 parts.

1. Title - The top center is the title of the page (which should match the web page title in the browser). The title is centered and bold to draw attention.
2. Picture - The second part is the picture. It is in the upper left corner which is the place of greatest importance because the eye is drawn there due to the left to right and top to bottom way readers of English read. It is in color and as such will hold attention. It is also the only graphic information on the page which also draws attention.
3. Department – Email hyperlink & short bio – This section is above the fold and contains the most salient information. An interested person could read this and have

enough information (including the ability to contact the person) to satisfy most interested parties.

4. Research Interests – since this is on a line by itself, it lends importance to this section.
5. Selected publications – this is of interest to other faculty but not so interesting to students.
6. Courses taught – this is of interest to students and perhaps prospective employers.
7. Curriculum Vitae – this section is a hyperlink that takes the reader to a document -full curriculum vitae (like a resume) where more detailed information is available.

Overall assessment – In this web page, information is easy to find; the overall look is balanced; there is a graphic to draw attention; the information is not too dense or sparse; and overall it is visually pleasing and easy to read.

Ex. 4

Explain what the TSSL model is. Use examples to illustrate the different levels of concerns and how they connect to each other.

Ans: The TSSL model includes the 4 levels: task, syntactical, semantic, and lexical. The *task level* pertains to the information requirements that have to be met (e.g., create a word processing document). It relates to the user's goals most closely. The *semantic level* pertains to the set of objects and operations through which the computer becomes meaningful to the user (e.g., the object "document" can be opened as "New"). It relates to the user's world of meaning, but also to the computer's logical structure. The *syntactic level* dictates the rules of combining the semantic objects and operations into correct instructions. For example, first designate an object and only after that choose an operation (e.g., select a file and then choose "Open"). The syntactic level directs the user how to manipulate the computer system. The *lexical level* describes the way specific computer devices are used to implement the syntactic level (e.g., move a mouse pointer to the document label and click twice to open it).