

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

( Please use charts, tables, flowcharts, and other visualizations whenever possible to express your answers )

1. What is User Centered Thinking? And why is it so important to the design? Please answer the questions and list the five design methods can be used to achieve the ideal user-centered design. (The reasons must be stated). 25%
2. "Customer journey map is to visualize and to evaluate user's behavior based on time, location, and context. The map includes the emotional state of specific touch, in which user experience could be clearly defined. However, emotion measurements depending subjective evaluation cannot reflect user's situation and context in real time" (Lee et al 2016). Please use your real-life example to draw a customer journey map, which also provides a possible solution to the above problem. 25%
3. "As user experience designers, we often face objections that there is not enough time or resources to conduct usability testing during development. With the proliferation of Agile methods being used by development teams to compress the product lifecycle, the focus on time becomes even more critical" (McGinn & Chang, 2013). What design method will you use in the usability testing, to meet the challenges of Agile development? (The reasons must be stated). 25%
4. When working with children in participatory design activities ethical questions arise that are not always considered in a standard ethics review (Read et al, 2013). What is the participatory design? Why could participatory design raise some ethical concerns? Please also highlight five challenges around the ethics of the children's participation and how to prevent the ethical problems in the participatory design. 25%