

day, XX May 2004.

9.30 am - 11.15am

University of Glasgow

DEGREES OF BEng, BSc, MA, MA (SOCIAL SCIENCES).

DEGREES OF Beng, BSc, MA, MA (Social Sciences)

INTERACTIVE SYSTEMS 3

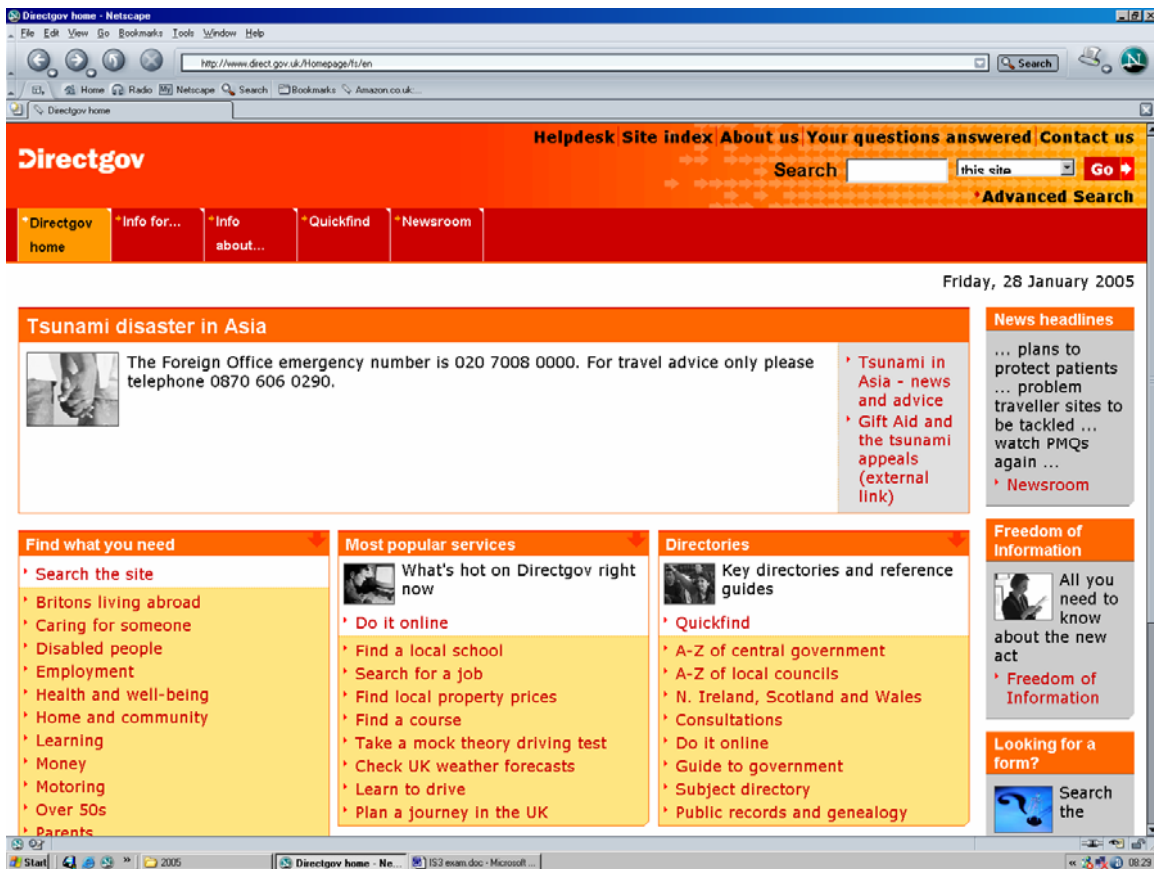
(Answer ALL Questions).

1.

a) Briefly describe the importance that precision and recall have for the users of web-based search engines. [4 marks]

b) What problems can Nielsen's concept of 'deep linking' create for the users of a search engine? Briefly describe three techniques that designers can use to reduce these problems. [5 marks]

c) The following image is a screen shot taken from part of the entry portal to the UK government's main web site. Write a brief technical report to the website administrator identifying the THREE main strengths and THREE weaknesses of this design. [5 marks]



[Cont.]

d) Name the three most important benefits that large companies can obtain when they develop intranets. Justify your answer.

[5 marks]

e) Use your analysis in part c) to write a further brief report describing the techniques that you would use to determine whether a large multi-national software company is actually obtaining the expected benefits from their intranet. (Hint: consider the metrics and statistical techniques that might be used to support any subjective arguments that you might make about the Intranet).

[6 marks]