



Module 1

Graded Quiz • 20 min

Due Nov 11, 1:29 PM IST



Congratulations! You passed!

TO PASS 70% or higher

Keep Learning

GRADE

100%

Module 1

LATEST SUBMISSION GRADE

100%

1. Which of the following is NOT a reason why building products with great UX is hard?

1 / 1 point

- ☐ You are not the user
- ☐ Computers are weird
- ☐ Software is (usually) complex
- ☒ There is no known process that we can follow to create good UX



Correct

2. True or false: You need to have a degree in psychology in order to understand the principles behind good UX.

1 / 1 point

- ☐ True
- ☒ False



Correct

3. True or false: "User Experience" only describes the experience that people have while actually using a product, and not other related experiences like acquiring the product or fixing it when it breaks.

1 / 1 point

- ☐ True
- ☒ False

✓ Correct

4. True or false: One of your goals in designing products with a good user experience should be to fail as early and often as possible.

1 / 1 point

- ☒ True
- ☐ False

✓ Correct

5. Which of the following is not a phase in the iterative design process?

1 / 1 point

- ☐ Build
- ☐ Design
- ☒ Stylize
- ☐ Assess

✓ Correct

6. A model of the design process that shows both the iterative nature and also how it progresses towards an end goal is:

1 / 1 point

- ☒ The spiral model
- ☐ The waterfall model
- ☐ The hub-and-spoke model
- ☐ The wave model

✓ Correct

7. Interviews, Observations, Surveys, User Testing, and Inspection Methods are all examples of:

1 / 1 point

- ☐ Common UX mistakes
- ☐ UX Design methods
- ☒ UX Research methods
- ☐ UX Marketing methods

✓ Correct

8. Which of the following components of UX were discussed in this week's lectures? Check all that apply.

1 / 1 point

☒ Value

✓ Correct

☒ Usability

✓ Correct

☒ Desirability

✓ Correct

☒ Adoptability

✓ Correct

☐ Scrollability

☐ Monetizability

9. Which of the following questions would be most relevant to the UX criterion of "Adoptability"?

1 / 1 point

- ☒ Where do users currently look for products or services like the one we will offer?
- ☐ Do users prefer bright or muted colors for graphics in this product category?
- ☐ How much would people be willing to pay for the product or service we plan to offer?
- ☐ What percentage of people succeed in completing key tasks using the product?

✓ Correct

10. True or false: In this course, you will "get your hands dirty" and gain hands-on experience with UX Research and Design methods.

1 / 1 point

- ☒ True
- ☐ False

✓ Correct