Additional questions:

1. Why is UX design crucial?

2. What is the difference between UI and Graphic Design?

3. How do usability testing researches fail?

1. Why is UX design crucial?

User experience is important because it tries to fulfill the user's needs.

It aims to provide positive experiences that keep a user loyal to the product or brand.

2. What is the difference between UI and Graphic Design?

User interface (UI) designers and graphic designers create visual displays to draw in consumers.

However, UI designers think about how users will engage with digital products,

while graphic designers mainly create visual displays for print or digital media.

3. How do usability testing researches fail?

1. Not Spending Enough Time Planning -  
Planning is the most important part of the usability-testing process.   
Yet, people often underestimate how much work it involves, so don’t devote enough time to it.

2. Not Involving Clients and Project-Team Members in Planning the Testing -   
Involving stakeholders in planning and recruiting ensures that testing focuses on answering their questions. This makes them feel more involved, interested, and invested in the results….

3. Testing with the Wrong People -   
Testing with unrepresentative participants wastes your time and invalidates your results.

4. Not Preparing for No-Shows -   
You can’t avoid getting no-shows, last-minute cancellations, or the occasional participant who slips through screening without really fitting the user profile.

5. Trying to Test Too Much -   
You can fit only so much into the typical, hour-long session.   
If you try to include too much, you’ll either run out of time or find yourself rushing through test sessions.

6. Testing Too Many Versions -   
Testing multiple versions of a design solution is a great way to compare different design directions, but if you try to test too many versions, test sessions become overly complicated.

7. Waiting Too Long and Conducting Only One Usability Study -   
Usability testing is most effective when it’s part of an iterative design process that involves evaluating designs through multiple usability tests, starting early in the design phase.

8. Not Conducting a Pilot Test -   
The purpose of a pilot test is to discover potential problems in your planning that you can fix before the real testing begins.

9. Interrupting Test Sessions -   
Unless there’s a real emergency, never interrupt a usability-test session.

10. Forgetting That the Facilitator Is a Human Being -   
Facilitators must constantly assess their degree of understanding, decide whether and when to ask probing questions, and determine how to phrase questions to avoid bias.

11. Being Dismissive of Participants Who Don’t Match Your Expectations -   
Some observers react defensively when a participant says or does things with which they disagree and dismiss that participant as being unrepresentative of actual users.

12. Prematurely Jumping to Conclusions -   
Often … observers begin to jump to conclusions after seeing only one or two participants. Some even begin to discuss design changes at that point.

13. Not Providing Enough Time for Analyzing the Results -   
When a project team spends a lot of time conducting usability testing, then doesn’t allow enough time for analyzing the results.

14. Not Creating a Deliverable to Document Your Findings -   
Unless you create a deliverable, those who aren’t in the meeting in which you report your findings will never know the results.