

UX FUNDAMENTALS

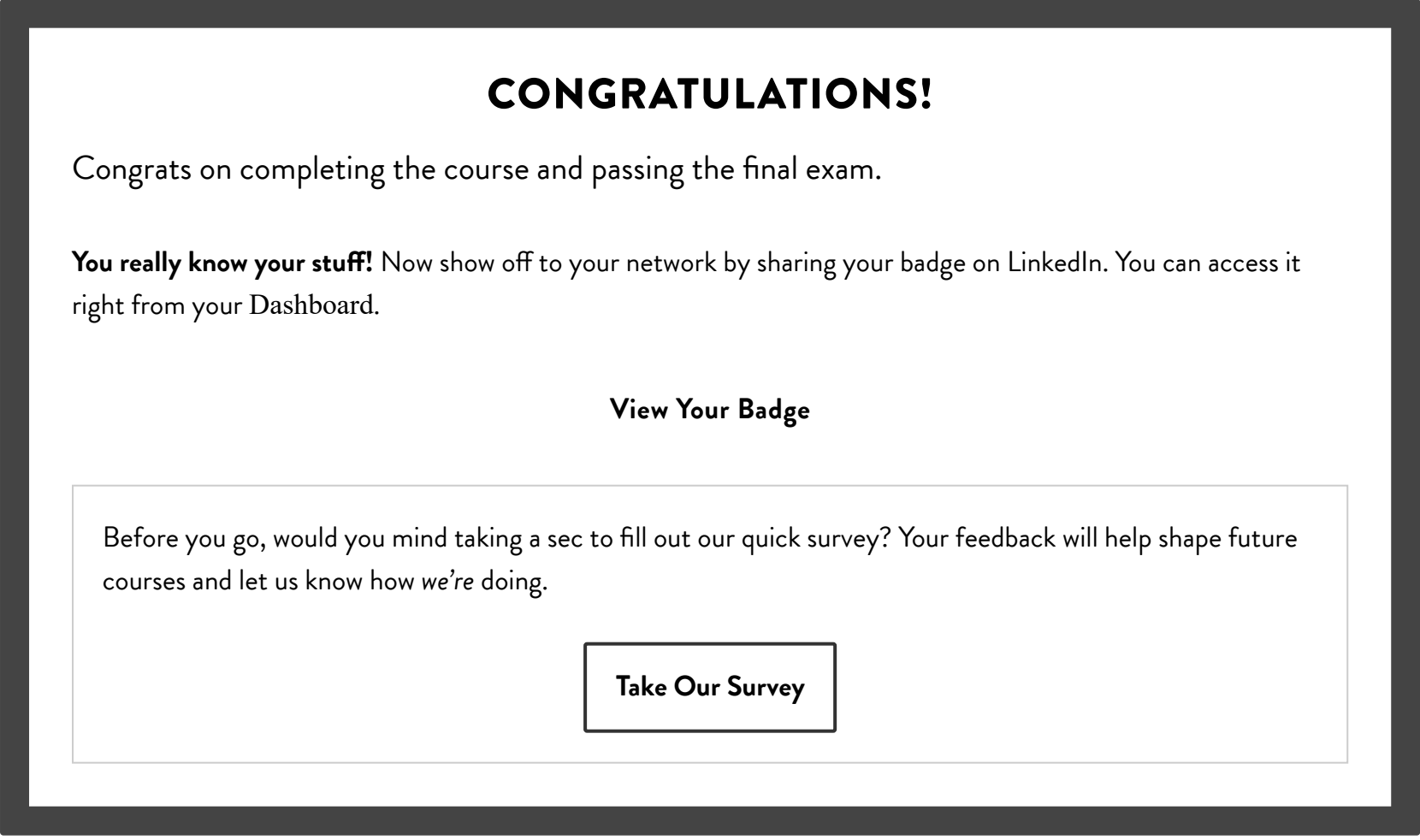
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Final Exam

Bookmark

FINAL EXAM (100/100 POINTS)



You're ready for your final exam!

Remember:

- The exam is not timed.
- You need a score of 85% or higher to receive a Certificate of Excellence.

Instructions:

- You have **two attempts** to pass the exam. You may press **Save** at any time to save your answers indefinitely.
- When you're ready to submit your answers, press **Check**. You will see which answers you got right or wrong, and your grade will be at the top.
- If your score is 85% or higher, you will receive a Certificate of Excellence automatically.
- If your score is less than 85%, you may go back one more time to try for a passing grade. Take time to study your incorrect answers and reread the course material as needed. When you're ready, revise your answers and press **Final Check**. You'll see a notification whether you've passed or not.

Good luck!

1) What three-step cycle is often referred to during class as important for UX design?

- ☐ Perform, decipher, analyze
- ☒ Learn, design/build, test
- ☐ Sitemap, wireframe, prototype
- ☐ User research, card sorting, usability testing

2) A "persona" is used to

- ☐ identify target demographics for a client
- ☒ help the design team stay connected to the target audience and their needs
- ☐ create a template for usability testing by providing a fictional audience member
- ☐ populate surveys for user research

3) When creating wireframes, it's most effective to produce

- ☐ the home page and a representative sub-page
- ☒ the home page and an example of each kind of page template
- ☐ the pages with complex or popular interactions
- ☐ as many pages as the time and budget will allow

4) When creating wireframes, what's the most effective way to represent words?

- ☐ Lines, representing where text would appear
- ☐ "Lorem ipsum" or dummy text
- ☐ Real words
- ☒ Real words for important text and dummy text or lines for the rest

5) When non-UX designers talk about "the user," they're most likely referring to

- ☐ a rigorous model of user needs and behavior
- ☒ themselves or their own desires
- ☐ their mother
- ☐ their target user

6) A user's goals are typically

- ☒ to save money, time, or improve themselves
- ☐ to purchase products and sign up for email newsletters
- ☐ to contribute to the bottom line of a business
- ☐ to methodically understand a website when looking for information

7) What is the best way to deliver wireframes to the client?

- ☐ Over the phone, walking through the site's goals, and then each wireframe individually
- ☒ In person, walking through the site's goals, and then each wireframe individually
- ☐ By email, over a weekend so they have time to be digested
- ☐ Via a shared document space with the ability to comment, such as Google Docs

8) The tool a designer uses to create wireframes is important, because

- ☒ It needs to be as fast and efficient as possible
- ☐ The look of a wireframe is consistent and expected by clients
- ☐ Knowledge of industry-standard wireframing software is expected by hiring managers
- ☐ If you're not using Illustrator, Balsamiq, or Visio you will not be viewed as a professional

9) Why is keyword search often a bad replacement for navigation?

- ☐ Keyword search is not universally understood by users
- ☐ It's not; full-text search in many instances can replace navigation
- ☒ Search engines don't handle ambiguity well
- ☐ Most sites are not technically able to handle search

10) UX designers use a site map to

- ☐ create additional billable work and deliverables
- ☒ plan for content and the templates needed in a site
- ☐ determine the layout of elements on a page
- ☐ describe the order in which users might use pages

11) Card sorting is an exercise used to

- ☒ organize content into logical sections
- ☐ sort web pages alphabetically in a fast and efficient manner
- ☐ determine whether a page or interaction is easy to use
- ☐ brainstorm design ideas and organize them into action items

12) Which of the following is not one of the most important things a site or app should convey in the first few seconds of a new user's visit?

- ☐ Who the site or product is
- ☐ Why the user should care
- ☒ The price of the product
- ☐ What the user is expected to do next

13) According to the instructor, when during the design process is it best to begin talking with real users about their needs?

- ☐ After a prototype has been established
- ☒ At the beginning, before visual design begins
- ☐ After the product has been developed, as usability tests
- ☐ After comps have been determined, as a focus group

14) Which of these should you not do during a usability test?

- ☐ Ask detached questions, such as "Is that what you expected to see?"
- ☐ Ask the participants to talk out loud about what they're thinking
- ☐ Take notes about the user and where they got stuck

15) Prototypes are most helpful when they are

- ☒ quick and focused on a specific interaction
- ☐ comprehensive and closely mimic the final experience
- ☐ constructed in the same programming language as the final product
- ☐ placed online for public consumption

16) User flow diagrams are used to

- ☒ show how the consumer might use a product or site
- ☐ diagram the visual flow of elements on a page
- ☐ predict where the consumer's eye will be drawn
- ☐ show the consumer what they should click next

17) Which of the following questions does analytics most likely *not* answer:

- ☐ How many paying customers came to the site from Pinterest?
- ☐ Which website section gets the most traffic?
- ☐ Are photo galleries a good way to get people to click?
- ☒ Does our navigation make sense?

18) Which writing style is most likely to build trust among customers?

- ☒ Text that's clear, direct, and implies a person is behind it
- ☐ Text that's focused on features and benefits
- ☐ Text that demonstrates a product's thought leadership and market dominance
- ☐ Colorful language that explores the language's potential

19) "Dark patterns" are used in this course to describe elements and interactions

- ☐ that are commonly found on websites
- ☐ that will display properly on light-colored backgrounds
- ☒ that intentionally trick or manipulate users for business gains
- ☐ that unintentionally provide barriers or obstacles for users

20) An important principle of User Experience design is

- ☐ Understand the user and his/her goals
- ☐ Understand the business's goals and how users fit in
- ☐ Talk to real users early and often
- ☒ All of the above

FINAL CHECK

SAVE

You have used 1 of 2 submissions

CONGRATULATIONS!

Congrats on completing the course and passing the final exam.

You really know your stuff! Now show off to your network by sharing your badge on LinkedIn. You can access it right from your Dashboard.

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