



i If you don't submit before the timer runs out, your work will be automatically submitted for grading.

1. Fill in the blank: The user experience is _____. 1 point
 - ☐ a one-stop shop for the appearance of brands, products, and services
 - ☐ how a person, the user, feels about interacting with or experiencing a product
 - ☐ the ability to understand someone else's feelings or thoughts in a situation
 - ☐ the framework of a website or how it's organized, categorized, or structured

2. How does it benefit businesses to consider the user experience (UX)? 1 point
 - ☐ It helps businesses make design decisions based on business plans, rather than user preferences.
 - ☐ It helps businesses copy successful product ideas from competitors in their market segment.
 - ☐ It helps businesses create products that are usable and accessible to a wider range of customers.
 - ☐ It helps businesses limit spending on pricey user research studies, by focusing on design first.

3. What type of UX designer specializes in one kind of UX design, and has a breadth of knowledge in other areas? 1 point
 - ☐ T-shaped
 - ☐ Y-shaped
 - ☐ Generalist
 - ☐ Specialist

4. Which type of designer maintains a wide breadth of knowledge and responsibilities? 1 point
 - ☐ T-shaped
 - ☐ Specialist
 - ☐ Y-shaped
 - ☐ Generalist

5. Which type of UX designer dives deep into one particular role? 1 point
 - ☐ Specialist
 - ☐ T-shaped
 - ☐ Y-shaped
 - ☐ Generalist

6. What does an interaction designer focus on in UX design? 1 point
 - ☐ How a product or technology looks
 - ☐ What it feels like for a user to move through a product
 - ☐ Translating the design's intent into a functioning experience.

☐ Designing the experience of a product and how it functions

7. Fill in the blank: If a user finds a product enjoyable to use, then the UX designer created a positive connection by considering the user's _____ when making the product.

1 point

☐ personal background

☐ thoughts and feelings

☐ hobbies and interests

8. Creating prototypes is a day-to-day responsibility of an entry level UX designer. What is a prototype?

1 point

☐ The framework of a website, or how it's organized, categorized, and structured

☐ The content that will eventually be in a digital product

☐ An outline or a sketch of a product or a screen

☐ An early model of a product that demonstrates functionality

9. Which type of business is most likely to hire a specialist designer?

1 point

☐ Large companies

☐ Design agencies

☐ Startups

☐ Small business

10. Alex is starting a career in UX and is excited to learn from other experts on the job. Alex also wants to specialize in a particular UX design role and focus on one project from beginning to end. Which job is a good fit for Alex?

1 point

☐ Working for clients on a freelance basis

☐ Working at a large tech company

☐ Working at an advertising agency

☐ Working at a design studio

11. Which of the following team members does a UX designer collaborate with to understand how people use a product?

1 point

☐ Motion designer

☐ UX writer

☐ Visual designer

☐ UX researcher

12. A beginner UX designer is looking for a short-term work opportunity with not a lot of responsibility. Which of the following is a good option for them?

1 point

☐ An entry level job

☐ An internship

☐ Working at a start-up

☐ Freelancing

13. In UX design, what makes a product equitable?

1 point

- ☐ The designs are useful and marketable to people with diverse abilities and backgrounds.
- ☐ The design is designed to function the same for everyone.
- ☐ The design is difficult to learn at first, but easy to understand as time goes on.
- ☐ The design, structure, and purpose of the product are clear to everyone.

14. Alex is working with a team to solve a problem for their users. The team will follow a process to bring their idea to reality. What is this process called?

1 point

- ☐ Product development timeline
- ☐ Product development life cycle
- ☐ Design and development life cycle
- ☐ Product creation life cycle

15. What is the third stage in the product development life cycle?

1 point

- ☐ Test
- ☐ Design
- ☐ Define
- ☐ Brainstorm
- ☐ Launch

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