National University of Computer and Emerging Sciences
Islamabad Campus

1. The design process is highly iterative. Which of the following are iterative loops that a designer might do in the course of a project?

   a. From ideation to problem framing

   b. From creation of scenarios and storyboards to ideation

   c. ✓ From creation of scenarios and storyboards to problem framing or from prototyping to ideation

   d. All of the above

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

   a. You are not the user

   b. Computers are weird

   c. Software is (usually) complex

   d. ✓ There is no known process that we can follow to create good UX

3. Your product manager received several emails about a feature your design team removed from your mobile app. She wants you to quickly get user feedback to gauge overall user sentiment about the update. Choose the best research method:

   a. Interviews   b. Surveys   c. ✓ Secondary research   d. All of the above

4. A UX designer has been hired by a small gym owner to design an app so they can offer their clients at-home exercise programs. What should the UX designer do first?

   a. Talk to the gym owner to understand the business requirements (goals and parameters) of the project

   b. Show the gym owner an app that is already in existence that will fulfill their needs

   c. ✓ Interview the gym clients who will be using the app to understand what their preferences are

   d. Provide a prototype of an exercise app and show it to the gym owner

5. Which of the following data types is arguably the most important to capture when conducting a formative, problem-finding user test?

   a. Critical incidents

   b. ✓ Perceived usability

   c. Suggested improvements

   d. Participant demographics

6. The UX designer completed interviews of gym patrons during the empathy phase of the design thinking process. They've determined the target audience is between the ages of 20 and 60, with varying experience using mobile apps. Following the design thinking process, what is the next thing the UX designer should do?

   a. Create a high-fidelity prototype

b. Work with peers to brainstorm ideas

c. Create a problem statement

d. Start drawing wireframes

7. What is the problem with the following task description? "Go to coursera.org and find a course that looks interesting to you. Find out more about it."

a. It is not realistic

b. It is not verifiable

c. It "leads the witness"

d. It is not the most efficient way of learning about a Coursera course

8. You're part of a small UX design team at a startup. The company plans to redesign a minor feature that has already launched, but you need preliminary data to understand the problems users are having with the app. The company has an aggressive timeline and tight budget for building out and relaunching the feature. Choose the best research method

a. Usability studies   b. Surveys   c. Interviews   d. Secondary research

9. What is the problem with the following task description? "Go to coursera.org. Hover over the button "Explore", then click "Explore all of Coursera". Scroll until you find the link to "User Experience (UX) Research and Design" Specialization. Click on it. On the resulting page, find the first course and enroll in it."

a. It is not realistic

b. It is ambiguous

c. It "leads the witness"

d. It is not verifiable

10. Critical incidents and verbal reports are both examples of what kind of user testing data?

a. Quantitative   b. Qualitative   c. Performance   d. Insignificant

11. Which of the following is not part of a typical UX design process?

a. Understanding the problem

b. Generating possible solutions

c. Establishing the sale price for a product

d. Assessing prototypes and finding new problems

12. Which of the following is typically not true of user testing?

a. You should not know who the test participants are, and they should not know who you are.

b. You should observe test participants using the system directly.

c. You should recruit test participants who are representative of your target users.

d. It is not the most efficient way of enrolling in a Coursera course

13. Seema works at a startup as a user experience designer. Throughout her work, she discovers that she enjoys talking to users and testing designs more than actually designing things. For her next role, Seema should consider becoming a

  a. Interaction designer   b. Motion designer   c. UX writer   d. UX researcher

14. From a usability point of view, it's important to use an "aesthetic and minimalist design" because:

  a. a pleasing design can increase brand awareness, which can increase sales

  b. reducing clutter and organizing information makes it easier for people to find

  c. a simpler design is more cost-effective to develop and maintain

  d. an ugly design will provoke users to make errors on purpose, as a form of protest

15. Which of the following tasks is most representative of the kind of work involved in qualitative research?

  a. Conducting interviews about how people use Excel spreadsheets

  b. Analyzing statistical data about visits to Amazon

  c. Writing software to classify user posts on Facebook

  d. Running an experimental trial to see if users like Google with banner ads

16. Which type of recruiting criteria would the following question screen for? "In the past week, how many hours did you spend completing coursework on edX? 0, 1-2, 3-5, or more than 5"

  a. Expertise   b. Behavioral   c. Characteristic   d. Attitudinal

17. In user testing, we generally ask test participants to verbalize what they are thinking as they perform tasks. This approach is called:

  a. Debriefing   b. The Think-Aloud Protocol   c. What You See Is What You Get   d. Screening

18. Which of the following best describes the role of a participant in a user test?

  a. They are being evaluated to see if they are competent enough to use the system tested

  b. Once they have agreed to participate, they are obligated to complete all tasks and answer all questions, regardless of their discomfort

  c. They are partners with the researchers administering the test, working together to find flaws in the system design

  d. They should remain ignorant of the goals of the test, so that they can offer more creative feedback and design suggestions

19. All of the following are important to do when observing a user testing session, except for:

  a. Capture recordings of the user's screen

  b. Capture audio recordings of the user thinking aloud

equity: proposition of a value

c. Notify participants as soon as they have met each task's success criteria

d. Use a logging sheet to capture when critical incidents occur

20. Why does ideation emphasize the speed of idea generation?

a. Because designers often work on tight schedules

b. Because the quality of the initial ideas doesn't matter since a design solution gets iteratively refined many times anyway

c. Because quick idea generation helps designers generate a lot of ideas

d. Because the ideas that first come to mind are usually the best ones

21. Which of the following would you typically not include in a debrief interview?

a. Review of problems encountered during tasks

b. General questions about perceived usefulness and comparisons to similar systems

c. Demographic questions like age, gender, and education level

d. A "wrap-up" question in which you ask participants for any additional thoughts that weren't covered already

22. How does it benefit businesses to consider the user experience?

a. It helps businesses copy successful product ideas from competitors in their market segment.

b. It helps businesses make design decisions based on business plans, rather than user preferences.

c. It helps businesses limit spending on pricey user research studies, by focusing on design first.

d. It helps businesses create products that are usable and accessible to a wider range of customers.

23. Which scenario is an example of equitable thinking or design?

a. Creating a mobile app for all versions of iOS.

b. Providing the same lunch for each guest attending a press conference.

c. Providing closed captioning and an interpreter during an online presentation.

d. Supplying a laptop for all students in a computer lab

24. A design team wants to build an application for mobile users. They've noticed a lack of cat owner-related apps on the market and they want to create an app to fill that void. They want to figure out what they should build. At this stage, what kind of research should they employ?

a. Design research

b. Foundational research

c. Post-launch research

d. Usability research

25. To decide what type of fitness app to design, the research team designs a survey to learn about gaps in the marketplace. They survey a group of fitness enthusiasts and ask users to rate—from 1

(strongly dislike) to 5 (strongly like)—the top fitness apps on the market. What type of research is the team conducting?

- a. Quantitative research
- b. Qualitative research
- c. Usability research
- d. Secondary research

26. In the UX honeycomb, Useable addresses which concern?

- a. Can users effectively and efficiently achieve their end goals?
- b. Is your navigational structure intuitive?
- c. Can the user trust the product you provide?
- d. Does the product, service or feature serve a purpose for your target customers?

27. The inclusive practice of ensuring there are no barriers that prevent interaction with a website or product is addressed by which UX aspect?

- a. Usability
- b. Usefulness
- c. Accessibility
- d. Credibility

28. Jimmy buys a cake on www.fancycakes.com. When he goes to check out, he is taken to store.payment.ca. This could be a negative example of what UX aspect?

- a. Useability
- b. Accessibility
- c. Findability
- d. Credibility

29. Why is the "Fail Fast" approach often recommended in Design Thinking?

- a. To avoid spending resources on prototyping
- b. To eliminate the need for user feedback
- c. To test assumptions and ideas quickly and learn from failures
- d. To avoid taking risks in the design process

30. Which of the following best describes the role of improvisation in a semi-structured UX interview?

- a. It helps the researcher respond to unexpected but relevant insights.
- b. It allows the interviewer to ignore the prepared questions entirely.
- c. It ensures that every interview follows an identical structure.
- d. It prevents the interview from deviating from the script.

31. When using the Think-Aloud method, a UX researcher should:

- a. Interrupt users frequently to clarify their thoughts.
- b. Encourage users to describe their thoughts without interference.
- c. Ask users to explain their actions after completing the task.
- d. Provide step-by-step guidance on how to complete the task.

32. Why is it important to avoid leading questions in UX research interviews?

a. Leading questions help participants find the correct answer.

b. They can introduce bias and influence the participant's response.

c. They ensure the interview stays on track.

d. They make participants feel more comfortable.

33. Which of the following best defines "rapport" in a UX research interview?

    a. The ability to subtly direct participants toward answers that align with research goals.

    b. A structured, professional relationship where the interviewer remains neutral and avoids personal engagement.

    c. A state of mutual trust and comfort that encourages participants to share honest and detailed feedback.

    d. A conversational technique that makes the participant feel at ease while keeping the discussion strictly on track.

34. When reporting an issue found through user testing you should report all of the following except

    a. The names of the participants who encountered them

    b. Recommendation

    c. Severity

    d. Evidence

35. A productivity app is launched with a sleek UI and smooth animations, but users complain that it lacks key features like task reminders. What UX honeycomb principle is most impacted?

    a. Useful   b. Usable   c. Accessible   d. Desirable

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

    a. Where do users currently look for products or services like the one we will offer?

    b. Do users prefer bright or muted colors for graphics in this product category?

    c. How much would people be willing to pay for the product or service we plan to offer?

    d. What percentage of people succeed in completing key tasks using the product?

37. A disadvantage of using think a loud method is

    a. You might get an unrealistic impression of how long it takes users to complete the tasks

    b. You won't be able to find what people are thinking about when using the product

    c. It's a waste of time because you will never be able to pay attention to everything that people say when using Think-Aloud.

    d. Thinking aloud can be awkward for the users, and there is no way to make it more comfortable, so its best to not use it.

National University of Computer and Emerging Sciences
Islamabad Campus

38. The part of the user test where you can ask users more about the problems they had during the test and also learn their subjective impressions, is called

   a. Debrief   b. Preamble   c. Questionnaire   d. Bonus round

39. Which of the following is a good open ended question to ask in semi-structured interview?

   a. How many times a week do you use a GPS device?

   b. Can you tell me about the most recent time when you used a GPS device?

   c. Was the GPS interface was poorly designed?

   d. Why didn't you use the landmark feature on your GPS device?

40. Which of the following is a bad question to ask during user needs assessment interview?

   a. Could you tell me about a recent time when you used the "undo" feature?

   b. Tell me more what was the context when you used the "undo" feature?

   c. What functionality would you have liked to have to complete the task?

   d. Was it because you didn't know about the "undo" feature that you were unable to complete the task?

[CLO 2: Apply a human-centered design process]

Q2: How would you apply the process of design thinking to the following design challenge: "Help people with chronic illnesses track and manage their symptoms more efficiently." Make sure to elaborate on the process step-wise.   [10 marks]

Q.3: Explain the difference between Usability and User Experience. Back your answer with support from the processes such as User centered design and Usability Engineering.   [5 marks]

Q.4: A team of designers is developing a new e-commerce website for a fashion brand that sells clothing and accessories online. To ensure the platform is user-friendly, they create personas. Discuss the role of personas in User Centered Design?   [5 marks]

UX-Sessional 1 MCQs Solution

Q#	a	b	c	d	Q#	a	b	c	d	Q#	a	b	c	d
1	O	O	O	●	17	O	●	O	O	33	O	O	●	O
2	O	O	O	●	18	O	O	●	O	34	●	O	O	O
3	O	●	O	O	19	O	O	●	O	35	●	O	O	O
4	●	O	O	O	20	O	O	●	O	36	●	O	O	O
5	●	O	O	O	21	O	O	●	O	37	●	O	O	O
6	O	O	●	O	22	O	O	●	O	38	●	O	O	O
7	O	●	O	O	23	O	●	●	O	39	O	●	O	O
8	O	●	O	O	24	O	●	O	O	40	O	O	O	●
9	O	O	●	O	25	●	O	O	O	41	○			
10	O	●	O	O	26	●	O	O	O					
11	O	O	●	O	27	O	O	●	O					
12	●	O	O	O	28	O	O	O	●					
13	O	O	O	●	29	O	O	●	O					
14	O	●	O	O	30	●	O	O	O					
15	●	O	O	O	31	O	●	O	O					
16	O	●	O	O	32	O	●	O	O					