

Week 4: Foundation Of UX Design

Quiz 1: Test your knowledge on the importance of UX research

1.

Question 1

What question does foundational research answer, as part of user experience research?

1 / 1 point

☐

How should we build it?

☒

What should we build?

☐

Did we succeed?

☐

Was it easy to use?

Correct

Foundational research asks: What should we build? The goal of foundational research is to help define the problem you would like to design a solution for.

2.

Question 2

Why is UX research an important step in the product development lifecycle?

1 / 1 point

☐

It allows users to see the development of a product from beginning to end.

☒

It helps bridge the gap between what a business thinks the user needs and what the user actually needs.

☐

It prioritizes what a business believes users want from their product.

Correct

Bridging the gap between what a business thinks the user needs and what the user actually needs is important. This helps create positive experiences for users.

3.

Question 3

What is the goal of post-launch research?

1 / 1 point



Decide how to build the product



Inform the team on how a product should be built



Understand how users experienced the product



Define the problems the team needs to create a design solution for

Correct

The goal of post-launch research is to understand how users experienced the product and whether it was a good or poor user experience.

Quiz 2: Test your knowledge on UX research methods

1.

Question 1

Which research method is best suited for the following scenario?

Team Donut is developing an app that allows users to navigate grocery stores and find in-stock items with ease. The demographic of users who use similar applications on the market will influence how Team Donut approaches the app's interface design. Team Donut would like a large sample size of data.

1 / 1 point



Surveys



Interviews



Journals



Usability studies

Correct

A survey is an activity where many people are asked the same questions in order to understand what most people think about a product. They allow a team to assess from a larger sample size and gather insight quickly. It's typically less expensive and less time-consuming than a few other methods, including interviews.

2.

Question 2

Which of the following are benefits of secondary research?

1 / 1 point



It provides first-hand user interaction data and in-depth feedback.



It provides for in-depth observation of users.



It saves time and money, it's immediately accessible, and it's used to back up primary research.



It provides information on what users think and why, and allows researchers to ask participants follow-up questions.

Correct

Secondary research saves time and money, is immediately accessible, and is used to back up primary research. These are just some of the benefits of secondary research.

3.

Question 3

Qualitative research gathers data by using which of the following methods?

1 / 1 point



Observing



Measuring



Counting



Calculating

Correct

Qualitative research focuses on observations. This often includes interviews that ask how and why questions.

Weekly Challenge 4: Research in the design process.

1.

Question 1

What does UX research focus on?

1 / 1 point



Following the process that takes a product from an idea to reality



Understanding user behaviors, needs, and motivations through observation and feedback



Prioritizing what a business believes users want from a product

Correct

The goal of user experience research is to prioritize the user. In order to do so, researchers must focus on understanding user behaviors, needs, and motivations.

2.

Question 2

A design team is developing a new product and they want to understand how to build it. Which type of research can best help the team answer their question?

1 / 1 point



Foundational



Design



Post-launch

Correct

In order to understand how to build the product, the design team needs to conduct design research.

3.

Question 3

There are three key qualities that UX researchers usually possess. Which of the following helps UX researchers understand someone else's feelings or thoughts in a situation?

1 / 1 point



Empathy



Pragmatism



Collaboration

Correct

Empathy is the ability to understand someone else's feelings or thoughts in a situation. It's a good quality for UX researchers to have.

4.

Question 4

Which of the following research methods evaluates a product by testing it on users?

1 / 1 point



Usability studies



Interviews



Secondary research



Surveys

Correct

Usability studies are an example of a primary research method.

5.

Question 5

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 in the product development lifecycle should they employ?

1 / 1 point



Foundational research



Design research



Post-launch research

Correct

Foundational research answers the question: What should we build? This helps designers assess what the user problems are and how they can be solved.

6.

Question 6

Which type of bias is the collection of attitudes and stereotypes associated with people?

1 / 1 point



Primacy bias



Implicit bias



Recency bias



Confirmation bias

Correct

Implicit bias is the collection of attitudes and stereotypes associated with people.

7.

Question 7

Confirmation bias is defined as looking for evidence to prove a hypothesis you already have. Identify a method that can help overcome confirmation bias.

1 / 1 point



Reflect on our own behaviors



Practice active listening and ask open-ended questions



Segment your project into smaller, more manageable phases and outline stopping points



Identify and articulate assumptions before interviews or conversations and survey large groups

Correct

This approach lets interviewees provide answers freely and honestly.

8.

Question 8

Consider the following scenario:

The research team designs and fields a survey that asks users to rate—on a numeric scale—their favorite fitness apps. They also conduct targeted interviews with fitness enthusiasts, to understand their needs. The research team uses their findings to inform design and marketing decisions.

What type of research is the team conducting? Select all that apply.

1 / 1 point



Qualitative research

Correct

The interviews are qualitative research, which helps researchers understand the “why.”



Primary research

Correct

Primary research is research that the team conducts itself. This might mean that they interview users, survey users, or conduct a usability study.



Secondary research



Quantitative research

9.

Question 9

Imagine that a design firm’s research team knows about their users’ pain points, but they need to answer a few specific questions before proceeding. To learn more, they decide to collect in-depth information on a handful of users’ opinions. What is the most appropriate research method?

1 / 1 point



Usability study



Surveys



Interviews



Key performance indicator

Correct

Interviews help researchers collect in-depth information on people's opinions, thoughts, experiences, and feelings.

10.

Question 10

Which research method allows in-depth feedback and firsthand interaction, but only measures how easy it is to use a product?

1 / 1 point



Surveys



Interviews



Usability study



Exams

11.

Question 11

A design team decides to conduct interviews to learn more about users' experiences with their product. Although this is a valuable method of primary research, why might the design team be concerned about conducting interviews? Select all that apply.

1 / 1 point



Interviews require a significant investment of time and money

Correct

The main drawback of interviews is that they take a lot of time and money to complete. As a result, designers typically interview only a small sample of users because making decisions based on small sample sizes can prove to be a risky bet.



Interviews collect information from only a small sample of users

Correct

Interviews are typically conducted with a small group of users. This means researchers end up with a small sample size, and making decisions based on small sample sizes can pose a risk.



Designers need to identify a large group of potential respondents



Designers can only ask about how easy it is to use a product

12.

Question 12

Consider the following scenario:

Imagine that a UX designer creates an app for saving, organizing, and streaming podcasts. To learn about users' experiences with their product, the designer conducts interviews with a select group of target users: podcast enthusiasts. The research team has a hypothesis that podcast enthusiasts prefer long-form, polished content—rather than talk radio and news—so they ask a series of questions about how users interact with this content.

How can the researcher avoid the impact of confirmation bias? Select all that apply.

1 / 1 point



Interview a large group of users with diverse perspectives

Correct

The researcher should include a large sample of users, not just the small group of people who fit their preconceived ideas. Asking open ended questions is also effective because it lets the person being interviewed answer freely instead of with a "yes" or "no" response.



Conduct interviews several times in the product development lifecycle



Ask open-ended questions and actively listen to respondents

Correct

One of the most effective methods for overcoming confirmation bias is to ask open-ended questions. This lets the person being interviewed answer freely instead of with a “yes” or “no” response. The researcher can also include a large sample of users with diverse perspectives.



Hire an outside research team to conduct the interviews