Week 2: Foundations of User Experience (UX) Design

Quiz 1: Test your knowledge on the user

1.

Question 1
User-centered design is defined as a framework that "puts the user front-and-center."

1 / 1 point

◉ True

◯ False

Correct
User-centered design is a framework that puts the user front-and-center. By focusing on the user, designers must consider the story, emotions, and insights gathered about them.

2.

Question 2
How does color modification assist users with low vision or eye strain?

1 / 1 point

◯ By using translucent colors on a screen

◉ By using high contrast of colors on a screen

◯ By using neutral colors on a screen

◯ By using bright colors on a screen

Correct
Color modification increases the color contrast on a screen to make it easier to see for users with low vision or eye strain.

3.

Question 3
What are some key questions a designer can ask to evaluate user experience? Select all that apply.

1 / 1 point

☐ Does the product meet sales and marketing goals?

☑

Is the product easy to use?

☑

Is the product equitable?

☑

Does the product solve the user's problem?

4.
Question 4
Which design approach should a UX designer consider for users with limited experience navigating websites?

1 / 1 point

◉

Straightforward and simplistic design

○

Modern design with one or two colors

○

Complex and elaborate design

○

Colorful design with a variety of shapes and colors

5.
Question 5
If a user has a low level of *digital literacy*, what might they have trouble interpreting? Select all that apply.

1 / 1 point

☐

Word Pronunciation

☑

Design patterns

Correct

Users with a low level of digital literacy have trouble interpreting or understanding design patterns, calls to action, and icons, all of which are provided by contextual clues, cultural clues, and experience using the internet.

☑

Calls to action

Correct

Users with a low level of digital literacy have trouble interpreting or understanding design patterns, calls to action, and icons, all of which are provided by contextual clues, cultural clues, and experience using the internet.

☑

Icons

Correct

Users with a low level of digital literacy have trouble interpreting or understanding design patterns, calls to action, and icons, all of which are provided by contextual clues, cultural clues, and experience using the internet.

Quiz 2: Test your knowledge on UX design best practices and trend

1.
Question 1
Which scenario is an example of equitable thinking or design?

1 / 1 point

○

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

◉

Providing closed captioning and an interpreter during an online presentation.

○

Supplying a laptop for all students in a computer lab.

○

Creating a mobile app for all versions of iOS.

Correct
Providing closed captioning and an interpreter during an online presentation is an example of equitable thinking at work. Not all who attend a presentation have impeccable hearing or sight, especially if there are attending guests who are Deaf, hard-of-hearing, or have difficulties with vision.

2.
Question 2
Design Thinking involves the following phases: empathize, define, ideate, prototype, and test. During which phase is your primary goal to learn more about the user and their problems, wants, and needs, and the environment or context in which they'll experience your design?

1 / 1 point

○
Define

◉
Empathize

○
Prototype

○
Test

Correct
Correct! During the empathize phase, your primary goal is to learn more about the user and their problems, wants, and needs, and the environment or context in which they'll experience your design.

3.
Question 3
How is the term platform defined in UX design?

1 / 1 point

◉

A platform is the medium where users experience a product.

○

A platform is how a person, the user, feels about interacting with, or experiencing, a product.

○

A framework of a website or how it's organized, categorized, and structured.

○

A good, service, or feature.

Correct
Examples of mediums include: mobile phones, TV, tablets, and computer desktops.

4.
Question 4
Identify a few best practices to consider when designing websites for mobile users. Select all that apply.

1 / 1 point

☑

Place call-to-action buttons front and center

Correct
Call-to-action buttons should be placed front and center, allowing the user to easily complete the desired task. Simplifying navigation, employing commonly used gestures, and reducing visual clutter are a few other best practices to consider when designing for mobile users.

☑

Simplify navigation

Correct
Navigation menus should be short and simple, since there's only a limited amount of space on mobile interfaces. Placing call-to-action buttons front and center, employing commonly used gestures, and reducing visual clutter are a few other best practices to consider when designing for mobile users.

☐

Create brand new gestures

☑

Reduce visual clutter

Correct
Mobile devices have limited space, yet they still need to present the same information users would need on desktop computers. It's a good idea to keep the design relatively minimal and simple. Placing call-to-action buttons front and center, simplifying navigation, and employing commonly used gestures are a few other best practices to consider when designing for mobile users.

5.
Question 5

According to the principles of inclusive design, which of the following personal identifiers should you consider when making design choices? Select all that apply.

1 / 1 point

☑
Economic Status

Correct
Inclusive design means making design choices that take into account personal identifiers like ability, race, economic status, language, age, and gender. With inclusive design, you solve for one type of user, and the benefit of that solution can extend to many other types of users.
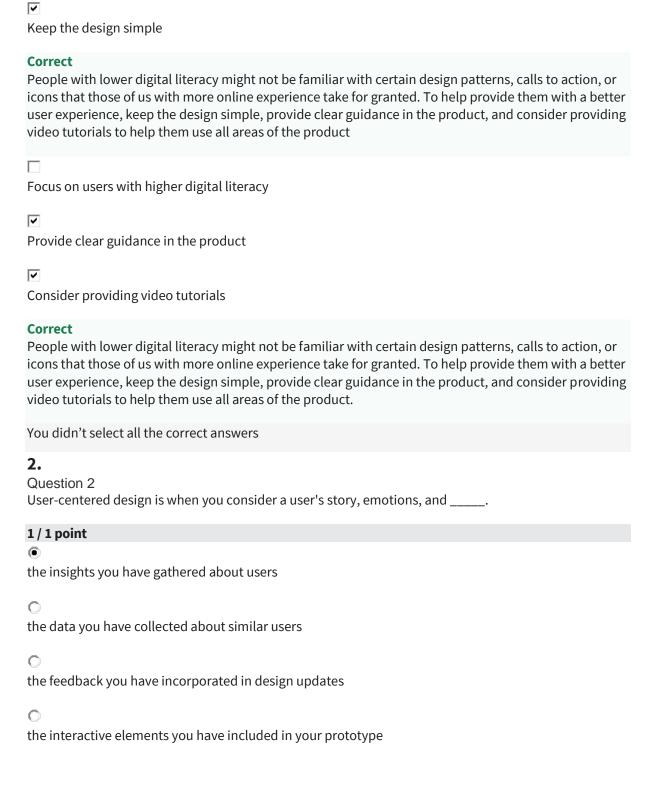
☑
Gender

Correct
Inclusive design means making design choices that take into account personal identifiers like ability, race, economic status, language, age, and gender. With inclusive design, you solve for one type of user, and the benefit of that solution can extend to many other types of users.

☑
Race

Correct
Inclusive design means making design choices that take into account personal identifiers like ability, race, economic status, language, age, and gender. With inclusive design, you solve for one type of user, and the benefit of that solution can extend to many other types of users.

☐
Name

Weekly challenge 2: Thinking like a UX designer

1.
Question 1
Digital literacy is the familiarity of a user with the technology they need to use to access your product or service. How might you improve the user experience for users who are new to digital technology? Select all that apply.

1 / 1 point

☑ Keep the design simple

Correct
People with lower digital literacy might not be familiar with certain design patterns, calls to action, or icons that those of us with more online experience take for granted. To help provide them with a better user experience, keep the design simple, provide clear guidance in the product, and consider providing video tutorials to help them use all areas of the product

☐ Focus on users with higher digital literacy

☑ Provide clear guidance in the product

☑ Consider providing video tutorials

Correct
People with lower digital literacy might not be familiar with certain design patterns, calls to action, or icons that those of us with more online experience take for granted. To help provide them with a better user experience, keep the design simple, provide clear guidance in the product, and consider providing video tutorials to help them use all areas of the product.

You didn't select all the correct answers

2.
Question 2
User-centered design is when you consider a user's story, emotions, and _____.

1 / 1 point

⦿ the insights you have gathered about users

◯ the data you have collected about similar users

◯ the feedback you have incorporated in design updates

◯ the interactive elements you have included in your prototype

3.

Question 3

User-centered design begins with the step: understand. What is the second step of the process?

1 / 1 point

○ Evaluate

○ Design

○ Iterate

● Specify

4.

Question 4

What are the benefits of following a UX design framework? Select all that apply.

1 / 1 point

☑ UX frameworks focus on the user.

☑ UX frameworks support creating solutions that address the user's problem.

☑ UX frameworks promote iteration to design the right user experience.

No matter which frameworks you use in your career, they all have a few things in common: focus on the user, create solutions that address the user's problems, collaborate with teammates across departments, validate your designs, and iterate as needed to design the right user experience.

☐

UX frameworks focus on earning the most money.

5.
Question 5
In which phase of Design Thinking would a designer come up with as many design solutions as possible?

1 / 1 point

○

Empathize

○

Test

○

Prototype

◉

Ideate

Correct
The goal of the ideate phase is to come up with as many design solutions as possible.

6.
Question 6
What types of platforms does a designer need to keep in mind when designing a product? Select all that apply.

1 / 1 point

☑
Mobile apps

Correct
A platform is the medium that users experience your product on, such as desktop, mobile web, mobile apps, tablets, wearables, TVs, smart displays, and more.

☑
Desktop

Correct
A platform is the medium that users experience your product on, such as desktop, mobile web, mobile apps, tablets, wearables, TVs, smart displays, and more.

☐

Books

☑

Television (TV)

7.
Question 7
Fill in the blank: Responsive web design allows a website to change automatically depending on _____.

1 / 1 point

O

the user's connection speed

O

the cost of the device

⦿

the size of the device

O

whether the user is a customer

8.
Question 8
What does an equity-focused design approach seek to do?

1 / 1 point

O

Accommodate the needs of users with disabilities

O

Build products for one type of user, so the benefits can extend to many other types of users

⦿

Build products that meet the needs of specific individuals and groups who have been excluded in the past

9.
Question 9
True or false? Alternative text, or alt text, provides a high-contrast view of text.

1 / 1 point

○ False

○ True

10.
Question 10
True or false? UX designers should consider only current internet users when designing user experiences.

1 / 1 point

○ True

◉ False

11.
Question 11
Assistive technology includes any product, equipment, or systems that can enhance learning, working, and daily living for people with disabilities. Which of the following assistive technologies can help people with limited vision? Select all that apply.

1 / 1 point

☐ Motion tracking

☐ Switch

☑ Screen readers

☑ Voice control

Voice control is considered assistive technology to help those with limited vision by allowing users to navigate and interact with the buttons and screens on their devices using only their voice.