**Introduction to Tech Entrepreneurship**

**Test 2 – July 2019**

1. What are the two qualities of great UX design, and how do you test for these two qualities when building a product? Give examples of a product that you use, that lacks one of the qualities or both. 8 marks

1. Explain the 4 layers of UX design, and how you would apply them to a software product. Use a product example of your choice. 12 marks
2. Name, explain and give examples of 5 revenue models for technology businesses. 15 Marks
3. Explain five considerations you must have in mind when conducting interviews for a product or product idea. 5 Marks