

Congratulations! You passed!
Grade received 100%
To pass 80% or higher
Go to next item

1. What question does foundational research answer, as part of user experience research? 1 / 1 point

- ☒ What should we build?
- ☐ Was it easy to use?
- ☐ How should we build it?
- ☐ Did we succeed?

☒ 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. Why is UX research an important step in the product development lifecycle? 1 / 1 point

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

☒ 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. What is the goal of post-launch research? 1 / 1 point

- ☐ Define the problems the team needs to create a design solution for
- ☐ Decide how to build the product
- ☒ Understand how users experienced the product
- ☐ Inform the team on how a product should be built

☒ 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.