1. What is an insight? 1 / 1 point

   ○ An assessment of how easy it is for participants to complete core tasks in a product
   ○ A step-by-step examination of a group of users and their needs
   ○ An assessment that allows participants to complete core tasks in a product without direct supervision
   ● An observation that helps a designer understand the user or their needs from a new perspective

   ⊘ Correct
   Insight is an observation that helps a designer understand the user or their needs from a new perspective.

2. What are the four steps in turning observations into actionable insights? Select all that apply. 0.8 / 1 point

   ☑ Find peculiarities in data

   ⊗ This should not be selected
   Finding peculiarities in data is not considered one of the four steps in turning observations into actionable insights. In sequential order, the four steps include gathering the data, organizing the data, finding themes, and coming up with insights.

   ☑ Gather data in one place

   ⊘ Correct
   Gathering data in one place is the first step in turning observations into actionable insights. Next, organize the data, find themes, then come up with insights.

   ☑ Find themes in the data

   ⊘ Correct
   Finding themes in the data is the third step in turning observations into actionable insights.

   ☑ Come up with insights

   ⊘ Correct
   Coming up with insights is the final step in turning observations into actionable insights. In sequential order, the previous steps include gathering the data, organizing the data, and finding themes.

   ☑ Organize the data

   ⊘ Correct
   The first step is to gather data in one place. Organizing data is the second step in turning observations into actionable insights, the third step is to find themes, and the fourth step is to come up with insights.

3. Consider the following scenario:

1 / 1 point

During a usability study for a fast-food app, many participants had trouble completing their order. Multiple participants noted that the color contrast of the interface made it difficult to find the "Complete Order" button. Some participants with visual impairments could not differentiate between the different lines, buttons, and negative space in the app. The designers grouped these types of observations under the theme "Color."

What kind of insight can the designers draw from these "Color" observations, and how can they improve their app?

○ The pictures on the fast-food ordering app were not clear enough for participants, so the designers need to replace the images.

◉ The participants had difficulty navigating the app because of the color palette. The designers need to make the app more accessible by updating the colors to have higher contrast.

○ The participants had trouble completing their order because the buttons weren't responsive

⊘ Correct

The designers didn't consider using accessible colors. Considering the color contrast also made it difficult for users to navigate the app, it was sensible to reconsider the palette they used.

4. Consider the following scenario:

1 / 1 point

Designers conducted a usability study for an app they're developing for a hospital. The app is meant to help patients fill out their paperwork on a computer or from their phone. The designers collected multiple helpful insights to improve their design. One particular insight stood out: The available selection for illnesses and symptoms wasn't expansive enough.

Based on this feedback, what can the team do to improve their design?

○ Add selections and symptoms that are common to the region that the hospital operates in.

◉ Include expansive selections and an "Other" section, so patients can accurately describe the reason for their visit to the hospital.

○ Keep the selections as they are, but include an open text box for detailed descriptions of their visit.

⊘ Correct

The team needs to include a more diverse list of choices for patients when they fill out their online paperwork. The additional choices will help patients accurately record the reasons for their hospital visit.