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1. Why are usability studies important for UX research?

1 / 1 point

- ☐ They solicit positive feedback from users.
 - ☐ They allow designers a final opportunity to get user feedback before production.
 - ☒ They provide user feedback that helps the design team make improvements to the user experience.
- ☒ Correct
Usability studies assess the difficulty of completing core tasks in a design.

2. In unmoderated usability studies, participants test out the prototypes without human guidance. What are some benefits of an unmoderated usability study? Select all that apply.

0.5 / 1 point

- ☒ Participants remain fully engaged as they complete the activities.
- ☒ This should not be selected
Since there is no moderator present, there is no guarantee users will give their full attention to the activities. Unmoderated usability studies do allow participants to operate the product in a real-world environment and complete tasks on their own time, which may result in participants feeling more comfortable giving feedback.
- ☒ Participants may feel more comfortable giving feedback without others around.
- ☒ Correct
Unmoderated usability studies may help participants be more transparent when no one else is present. They also allow participants to operate products in a real-world environment and complete tasks on their own time, which may help participants feel more comfortable giving feedback.
- ☒ Participants complete the tasks on their own time and in their own space.
- ☒ Correct
Unmoderated usability studies provide participants more flexibility to complete activities, which may help them feel more comfortable about giving feedback. It also allows them to operate the product in a real-world environment.
- ☐ Participants operate the product in a real-world environment.

3. Which of the following is a limitation of a moderated usability study?

1 / 1 point

- ☐ The moderator can follow up in real time.
- ☒ The moderator can influence participants.

☐ The moderator guides the participant through the study.

☐ The moderator can build rapport with participants.

☒ Correct

Moderator influence or bias towards the participants is a limitation of this type of study.