

Try again once you are ready
Grade received 58.33%
Latest Submission Grade 58.33%
To pass 80% or higher
Try again

1. Fill in the blank: Designing for one screen first allows you to validate your product design, establish a clear user flow, and _____. 1 / 1 point

- ☐ connect a user's journey with your product
- ☐ understand what needs of your users are already being met in the marketplace
- ☐ develop the code needed for your product's functionality
- ☒ make decisions about the visual design of your product going forward

✓ Correct
Focusing on one design at a time helps you make decisions about the visual aspects of your product going forward.

2. What should you have to get started with the Crazy Eights exercise? 0 / 1 point

- ☐ Design platform
- ☒ Design solution
- ☐ Problem statement
- ☐ User story

✗ Incorrect
Refer to [the video on ideating with Crazy Eights](#).

3. What is the difference between progressive enhancement and graceful degradation in UX design? 1 / 1 point

- ☐ Progressive enhancement is designing from the largest screen to the smallest screen. Graceful degradation is designing from the smallest screen to the largest screen.
- ☐ Progressive enhancement is designing for newer devices first and older devices later. Graceful degradation is designing for older devices first and newer devices later.
- ☒ Progressive enhancement is designing from the smallest screen to the largest screen. Graceful degradation is designing from the largest screen to the smallest screen.
- ☐ Progressive enhancement is designing for older devices first and newer devices later. Graceful degradation is designing for newer devices first and older devices later.

✓ Correct
Progressive enhancement and graceful degradation are opposite approaches to UX design.

4. Which of the following is the best design solution to accommodate the next billion users (NBU)? 1 / 1 point
- ☒ A website consistent across all devices and screen sizes
 - ☐ A website only compatible with Android devices
 - ☐ A mobile-only app
 - ☐ A desktop-only website
- ☒ Correct
Developing solutions across all devices and screen sizes includes all potential users regardless of the device.
5. Why should designers take a mobile-first approach when designing solutions for new potential users? 0 / 1 point
- ☐ Adopting a mobile-first approach converts mobile users to desktops users.
 - ☐ Focusing on mobile users first offers a quicker path to a product's launch.
 - ☐ Using a mobile-first approach is best for global users, since most people use a mobile phone to access the internet.
 - ☒ Prioritizing mobile users ensures access for those with access to other devices.
- ☒ Incorrect
Review [the reading on designing for mobile first](#).
6. You design a banking app for mobile and desktop devices that can alert users about large deposits or withdrawals. The mobile notifications provide limited information in one sentence, while the desktop notifications provide complete details. Which of the four C's do these features represent? 0 / 1 point
- ☒ Continuity
 - ☐ Context
 - ☐ Consistency
 - ☐ Complementary
- ☒ Incorrect
Review [the video on designing across devices](#).
7. A designer wants to build a store locator app that requires access to a user's location while in use. Which app type would be the best option for this build? 1 / 1 point
- ☐ Responsive web app
 - ☐ iOS app
 - ☒ Dedicated mobile app
 - ☐ Android app



Correct

A dedicated mobile app would work best because an internet connection is not required and it can work with the phone's location services.

8. Review the journey map for user persona Shane: Shane was able to browse the catalog of books, but was not able to find any twentieth century books in a short time. Based on this pain point, you recommend expanding the site's filter options. Which row in the journey map should include your recommendations?

1 / 1 point

Persona: Shane

Reserve books on their schedule and have books they want to read available when they arrive at the library.

ACTION	Browse the catalogue of books	Choose a book	Reserve the book	Join a waitlist	Pick up the book from the library
TASK LIST	<ul style="list-style-type: none"> Browse new releases Sort books by genre Search for authors 	<ul style="list-style-type: none"> Scroll through pages of books Select available books to check out Click "add to cart" button 	<ul style="list-style-type: none"> Click "reserve" button to reserve a book 	<ul style="list-style-type: none"> Select "yes" button to enter a waitlist for a book 	<ul style="list-style-type: none"> Receive confirmation of book loan and due date Choose pick up window Travel to library
FEELING ADJECTIVE	<ul style="list-style-type: none"> Eager Inquisitive 	<ul style="list-style-type: none"> Excited Optimistic 	<ul style="list-style-type: none"> Enthusiastic Curious 	<ul style="list-style-type: none"> Disappointed Dismayed Trusting 	<ul style="list-style-type: none"> Satisfied Relieved Excited
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> Ability to select multiple filters at once 	<ul style="list-style-type: none"> Shopping cart full of books to check out Easier "add to cart" button 	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Provide a date range for expected availability List place in line 	<ul style="list-style-type: none"> Allow after hours pick up



Feeling Adjective



Action



Task List



Improvement Opportunities



Correct

Listing ways to refine the catalogue's filter would fall under the Improvement Opportunities section because it identifies areas for improvement in the design.

9. Fill in the blank: Problem statements are a succinct way to reference a user's needs. They also help designers ____.

1 / 1 point



establish the intent of a design



create a user group



develop a design system



build wireframes and prototypes



Correct

Problem statements help designers move forward with a clear vision for the design.

10. A design team is working on an app for a government information tool and suggests this problem statement: Casey just moved to the area and needs to get information about setting up utilities because he doesn't know who to contact. What element is missing in the problem statement?

0 / 1 point

- ☐ User characteristics
- ☐ User name
- ☐ Insight
- ☒ User need

⊗ Incorrect
Review [the video on problem statements](#).

11. Consider the following persona and answer the following question:

1 / 1 point



Shane Ahuja

Age: 48
Education: GED
Hometown: Milwaukee, WI
Family Situation: Married
Occupation: Car Mechanic

"There's nothing like unwinding with the latest political thriller after a 10-hour work day."

Goals

- Reserve books on their schedule
- Have books they want to read available when they arrive at the library
- Read more political thrillers

Frustrations

Shane has to rearrange their busy schedule to reach the library in time to check out books before it closes. And when Shane arrives at the library, books are often unavailable.

Shane Ahuja is a mechanic who specializes in classic car restoration in the heart of Milwaukee. Shane spends 60 hours a week working in the garage. Shane loves to read political thrillers and has spent 30 years collecting novels. Shane's partner refuses to build another bookshelf, so checking out books from the local library is the new norm. Shane has begun suffering from arthritis.

Which of the following is a good user story based on this user persona?

- ☐ As a professional and avid reader of political thrillers, I want to build another bookshelf, so I can collect more books.
- ☐ As a social person and busy professional, I want to adjust my work hours, so that I can check out books before the library closes.
- ☒ As a busy professional and avid book lover, I want to be able to reserve books in advance, so that I can pick them up based on my schedule.

✓ Correct
This is an example of a good user story because it addresses the persona's needs based on their characteristics.

12. When conducting a competitive audit, what is the next step after creating a list of your competitors?

0 / 1 point

- ☐ Outline the goals
- ☐ Identify specific features for comparison
- ☐ Summarize findings
- ☒ Analyze findings

⊗ Incorrect

Please review [the video on conducting a competitive audit](#)[↗].