

1. Imagine you decide to start your own freelance UX design business and get to work on your business plan. When creating a business plan, what questions should you answer as you build it? Select all that apply.

0.75 / 1 point



Who's your competition?



Correct

Understanding your competitive landscape will help you scope the kinds of services to offer clients. You should also identify your brand identity, and the problem you're solving for your clients.



What's your brand identity?



Correct

Establishing your brand identity is important because it is what you stand for and how you'd like to be perceived. You should also identify the problem you're solving for your clients, and who your competition is.



What problem are you solving for your clients?



Correct

Demonstrating your expertise in specific solutions is important for your business plan because clients will understand how you can help them. You should also identify your brand identity, and who your competition is.



What type of employer do you prefer?



This should not be selected

Freelancing means working for yourself and not for an employer. Developing a strong business plan is critical for landing your first client. You should identify your brand identity, the problem you're solving for your clients, and who your competition is.

2. Which of the following could be a business path for a freelance UX designer?

0.75 / 1 point



Partnership



Correct

Partnering with an engineer or web developer is a way to freelance and connect with an extended network of clients. Other possible business paths include sole ownership, or freelance marketplace.



Freelance marketplace



Correct

Working with a freelance marketplace like Fivver or Wix offers the creative freedom in freelancing. However, the marketplace serves as a third-party entity for client transactions. Other possible business paths include partnership, or sole ownership.



Design agency

☐ This should not be selected
While employment at a design agency is a potential career path for a UX designer, it is not a form of freelancing. A freelancer is self-employed. A partnership, sole ownership, or freelance marketplace are possible business paths for a freelance UX designer.

☒ Sole ownership

☒ Correct
Working alone is the most common way to freelance. It offers the most freedom for designers but it also requires a lot of responsibility. Other possible business paths include a partnership, or freelance marketplace.

3. Which of the following is NOT typically included in a business plan?

0 / 1 point

- ☒ Brand identity
- ☐ Business expenses
- ☐ Competition
- ☐ Website

☐ Incorrect
It's essential to include brand identity as part of any good business plan, as this will help guide the design and content of the business.