

1. Why is it important to create a research plan before conducting a usability study?
Select all that apply.

0.5 / 1 point

- ☒ It outlines each part of a usability study from start to finish
- ☒ Correct
A detailed research plan helps the UX team organize and outline every part of a usability study from start to finish. Doing this will yield more valuable results and information to improve the design.
- ☒ It outlines research goals for participants to see
- ☐ This should not be selected
It's important to create a research plan because it is more likely to yield valuable information, and outlines each part of a usability study from start to finish. A research plan can include research goals and detailed information for participants, but research goals are meant for the design team.
- ☒ It helps the UX team understand how easy it is for participants to complete tasks
- ☐ This should not be selected
This aligns closer to a usability study than a research plan. It's important to create a research plan because it is more likely to yield valuable information, and outlines each part of a usability study from start to finish.
- ☒ It is more likely to yield valuable information
- ☒ Correct
Creating a detailed research plan sets groundwork for a usability study by identifying milestones and expectations. This method is more likely to yield more valuable results to help improve the design. It also outlines each part of a usability study from start to finish.

2. Imagine you're preparing to conduct a usability study. Which part of the research plan considers critical measures of progress toward an end goal?

1 / 1 point

- ☒ Key performance indicators
- ☐ Detailed research questions
- ☐ Research goals
- ☐ Methodology
- ☒ Correct
Key performance indicators (KPI) are considered one of the seven elements of a research plan. They're critical measures of progress toward an end goal, such as drop-off rates, user error rates, system usability scale, and more.

3. When planning a usability study, what question should you ask when determining key performance indicators (KPIs)?

1 / 1 point

- ☐ How will I collect and analyze data?
- ☐ What questions should I ask the participants?
- ☒ What's a sign that we are making progress toward our ultimate goal?
- ☐ Why are we conducting this research?

☒ Correct
KPIs measure the progress toward an end goal, so this should be a consideration when you determine KPIs for a study.

4. Imagine you are planning a usability study for a local drop-in daycare center's app. You need to find study participants who would provide the best metrics for the project. Which participant would be the best candidate for the study?

1 / 1 point

- ☐ Ingrid lives in the same area of the center and does not have any children, but they plan to adopt a child within the next three years.
- ☒ Casey is a parent of twin toddlers and lives near the center. They work from home but sometimes the twins' childcare provider is unavailable when they need help during the day.
- ☐ Ronnie is a parent who lives 40 miles away from the center and does not travel very far from their home.

☒ Correct
Casey would be an ideal participant for the study because they might have some interest in the app based on their situation.