Congratulations! You passed!
Grade received 92.86%
To pass 80% or higher
 Go to next item

1. What are some key benefits of considering accessibility in UX design? Select all that apply.   0.75 / 1 point

☑ Addresses a11y ideas

⊗ This should not be selected
Review the section that covers accessibility in design in Course 1: Foundations of User Experience Design.

☑ Addresses societal structures and products rather than a person's ability

✓ Correct
In the disability community and as UX designers, the social model of disability is defined as a disability being caused by the way society is organized or how products are designed rather than a person's ability or difference. Similar to how many products are created for those who are right-handed and less often for those who are left-handed, designers look at how a product should transform to meet underrepresented needs.

☑ Creates solutions that often help everyone

✓ Correct
Whether or not a person has a disability, considering accessibility in design often helps everyone, including those with temporary, situational, or permanent disabilities. Products created to enhance the user experience resulted in a solution that helped everyone, such as closed captioning, enlarged fonts, and magnifying tools.

☑ Ensures underrepresented and excluded groups are taken into account

✓ Correct
Accessibility in design, particularly equity-focused design, considers all aspects of a product to ensure it's accessible and fair to various genders, races, and abilities, especially those from historically underrepresented groups.

2. Which phase of the design sprint helps the team find solutions to build on?   1 / 1 point

○ Understand
○ Prototype
○ Test
◉ Ideate
○ Decide

✓ Correct
After starting the design sprint off on the right track with the Understand phase, the Ideate phase helps the team find solutions to build upon. To get the creative juices flowing, you start this phase by coming up with ideas and building on them

to create solutions.

3. What can a researcher learn when they properly empathize with users during user research?   1 / 1 point

○ The wants, desires, and fears of their users

◉ The needs, behaviors, and motivations of their users

○ The hopes, dreams, and assumptions of their users

○ The opinions, feelings, and biases of their users

⊘ Correct
Empathizing with users helps researchers understand what users need, why they need it, and how they solve problems. This is vital in building positive user experiences.

4. Which of the following are examples of pain points?   0.75 / 1 point

☑ Receiving the same response to three different questions from an automated chatbot

⊘ Correct
This is an example of a support pain point, since the user can't get the answers they need.

☑ Struggling to interact with a button on a mobile app's homepage because it's extremely small

⊘ Correct
This is an example of a product pain point, since it is a usability issue that frustrates the user.

☑ Being asked to submit credit card information when no payment is required

⊘ Correct
This is an example of a financial pain point, since the user has to provide sensitive personal information without a clear reason.

☑ Completing the checkout process for a food delivery app

⊗ This should not be selected
Review the section that covers user pain points in Course 2: Start the UX Design Process: Empathize, Define, and Ideate.

5. You are designing a life-coaching app for people between the ages of 21 and 30. After conducting research with a diverse set of users, you discover that established professionals are three times more likely to use life-coaching services than those at the beginning of their careers. Which of the following is an example of a complete user persona for your user group?

    1 / 1 point

    ○ Rita Dieguez, a 24-year-old who identifies as non-binary from Manaus, Brazil.

    ○ Liz Fontaine, a 27-year-old veterinarian who enjoys video games

    ○ Michael Embery, a 22-year-old from Indianapolis, Indiana who has a busy work schedule.

    ● Nistha Dube, a 29-year-old engineer and foodie from Chennai, India, who makes viral cooking videos on the weekends. Nistha has been thinking about how to balance their career and their passion for food, but they also want to make more time for their mental health in their schedule.

    ⊘ Correct
    This is an example of a user persona that describes many different aspects of a user. Understanding who you're designing for and recognizing that they lead a complex life allows you to refine your solutions to solve problems specific to them. By creating a detailed persona that has all the qualities of a real person in your user group, you can design meaningful solutions for people like Nistha.

6. Which of the following user stories is complete?

    1 / 1 point

    ○ As a scientist, I want access to my colleagues' published research.

    ○ As a chef, I want access to the freshest ingredients and the highest-quality cooking utensils.

    ○ I want a bookshelf so I have somewhere to store my book collection.

    ● As a yoga instructor, I want to create a consistent class schedule so that my clients know how to confidently plan their weekly exercise.

    ⊘ Correct
    This user story is complete with a type of user, an action, and a benefit. A complete user story keeps the problem user-centered, actionable, and clear.

7. Fill in the blank: Designing products with accessibility and inclusivity in mind ensures that you _____.

    1 / 1 point

    ● include solutions that benefit specific individuals, which improves the user experience for all users.

    ○ focus on creating one solution for as many people as possible

    ○ create an identical experience for all users

    ○ create a different solution for every single user.

    ⊘ Correct
    This approach solves a problem for a specific user, but the solution extends to the many other users of the product. This approach provides multiple design solutions that account for different users, such as those with disabilities or those who come from traditionally marginalized backgrounds. These considerations improve the experience for the intended user, as well as other users of the product.

8. Which of the following is a complete problem statement? 1 / 1 point

- ○ Angelo needs a toolbox and shingles to fix the leak in their roof.
- ○ Hakim is an accountant who needs to collect expense reports from their coworkers.
- ○ Akiko is a construction consultant who is building a skyscraper.
- ● Bella is a dance choreographer who needs to create a practice video because some of their students have school during the day and can't attend lessons in person.

✓ Correct
In this statement, the user's name, characteristics, need, and the reason for the need have been clearly defined.

9. Identify the steps of the ideation process in the correct order. 0 / 1 point

- ○ Documenting ideas, brainstorming, focusing on quantity, questioning obvious solutions, gathering a diverse team, and evaluating the ideas.
- ● Gathering a diverse team, brainstorming, documenting ideas, questioning obvious solutions, focusing on quantity, and evaluating the ideas.
- ○ Brainstorming, documenting ideas, focusing on quantity, gathering a diverse team, questioning obvious solutions, and evaluating the ideas.

✗ Incorrect
Review the section that covers design ideation in Course 2: Start the UX Design Process: Empathize, Define, and Ideate.

10. You're a UX designer working on a gaming app in a competitive market space. You want to figure out what your competitors' strengths and weaknesses are, and how to create a better product. What should you do? 1 / 1 point

- ○ Contact each company directly
- ● Conduct a competitive audit
- ○ Conduct informal research online
- ○ Create a marketing plan

✓ Correct
A competitive audit is a report that evaluates what competing companies are doing well with their product, and where they are failing. This information can improve your product by addressing problems your competitors haven't accounted for.

11. Which of the following scenarios would be most appropriate to use a close-up storyboard? 1 / 1 point

- ● You create an app that connects people who are interested in gardening via a social forum. You want to implement an inbox feature and test whether or not users find it easy to use.
- ○ You are in the middle of the design process for a grocery delivery app. You want to pitch some ideas to the team about how the user could use it and benefit from it.

○ You begin creating a new finance management app. You need to demonstrate when and how a user might interact with it during a normal work day.

⊘ Correct

This scenario aims to test a specific aspect of the product to see how it works, so a close-up storyboard would work best here. Designers use close-up storyboards to identify what things should do, like how a user moves from one specific screen to the next.

12. Which of the following UX tools and processes demonstrates the basic structure and layout of a design without including specific visual details?

1 / 1 point

◉ Wireframes

○ Low-fidelity designs

○ High-fidelity designs

○ Ideation exercises

⊘ Correct

Wireframes establish the structure of your page before you move into the next stage of designs. This helps you and your stakeholders evaluate how the pages of your design will work before committing to any details.

13. You are working on an app that connects users to tree removal services in their local area. You have already created paper wireframes and now it's time to build the design on the computer. What is the next step?

1 / 1 point

○ Create high-fidelity mockups

○ Create a high-fidelity prototype

○ Create a low-fidelity prototype

◉ Create digital wireframes

⊘ Correct

You create digital wireframes directly after your paper wireframes. Digital wireframes make it easier to pay attention to the details of your pages compared to the paper version's hand-drawn sketches. They are also shareable, making collaboration with others easy.

14. How is a prototype different from a wireframe?

1 / 1 point

○ Wireframes and prototypes are both interactive representations of how a design works.

○ A wireframe is an interactive representation of a complete design solution that shows stakeholders how it will work. A prototype is a single screen with basic elements that establishes the structure of a page.

◉ A prototype is an interactive representation of a complete design solution that shows stakeholders how it will work. A wireframe is a single screen with basic elements that establishes the structure of a page.

○ A prototype is a single screen that shows all the details that will go into a final design. A wireframe is a set of interactive design solutions made up of many prototypes and demonstrates how the entire design works.

✓ Correct
Prototypes represent an entire design and demonstrate how it works.
Wireframes provide an outline of each screen that goes into a prototype.

15. Identify the benefit of using paper prototypes in the design process   1 / 1 point

   ⦿ Paper prototypes allow rapid iterations and require low commitment
   ◯ Paper prototypes are polished and represent a final design solution
   ◯ Paper prototypes require large amounts of time and resources to produce
   ◯ Paper prototypes are inexpensive and convey complex visual details

   ✓ Correct
   Since a pen and paper are the only necessary tools to create paper prototypes,
   they allow for low-cost, rapid iteration. Designers can create multiple prototypes
   in less time.

16. Fill in the blank: _____ is the collection of attitudes and stereotypes we associate to   1 / 1 point
    people without our conscious knowledge.

   ◯ Primacy bias
   ⦿ Implicit bias
   ◯ Recency bias
   ◯ Sunk cost fallacy

   ✓ Correct
   Implicit bias, or also known as unconscious bias, is the collection of attitudes
   and stereotypes we associate to people without our conscious knowledge.

17. Which of the following is an example of a usability study?   1 / 1 point

   ⦿ Arthur recruits participants for a study, gives them specific tasks, and asks them
     how difficult each task was to complete afterwards
   ◯ Darla recruits participants for a study, gives them specific tasks, and asks them for
     only positive feedback about each task
   ◯ Marlene has each stakeholder review their design before handing it off to the
     development team
   ◯ Daryl presents their prototype to several strangers on the street and asks them to
     see how they like using it

   ✓ Correct
   Usability studies assess the difficulty of completing core tasks in a design.
   Usability studies provide user feedback that helps the design team make
   improvements to the user experience.

18. A moderator conducts a usability study to solicit feedback on a mileage tracking feature for a cycling app. Which type of bias may occur if the participant gives multiple pieces of feedback in the same answer?

1 / 1 point

○ Social desirability bias

◉ Serial position effect

○ Friendliness bias

○ Implicit bias

✓ Correct
Serial position effect is a psychological bias where people are more likely to remember the first and last few items when given a list, while the items in the middle tend to blur.

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19. You are a UX researcher who just finished the research for an app that helps users find speciality coffee brands. You've gathered all of the observations from your interviews and identified the common themes. What comes next?

1 / 1 point

○ Propose solutions to the common themes you've identified

○ Organize your data using an affinity diagram

○ Evaluate the themes to determine which observations to disregard

◉ Write down insights based on the themes you've identified

✓ Correct
After you identify the themes in the data, you determine insights based on each theme. This will help the design team implement your insights in order to improve the design

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20. Strong insights uncovered in research should be easy to understand, answer the research question, and increase empathy for the user.

1 / 1 point

○ False

◉ True

✓ Correct
A good insight is clear, addresses the research question, and helps stakeholders connect with the user's needs.

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21. What types of content should be included in your presentation slide deck when presenting UX research insights to stakeholders?

1 / 1 point

○ Affinity maps, research methods, research questions, and key performance indicators (KPIs)

○ User stories, user flows, user journeys, and pain points

◉ Themes, insights and recommendations, and details about the study

✓ Correct

You should include a section for themes, insights and recommendations, details about the study, and an appendix in your presentation slide deck.