1. What is the goal of a usability study? 1 / 1 point

   ○ Share rough design sketches to generate participant feedback early in the design process
   ○ Determine how product features can accommodate a participant's design preferences
   ○ Develop a research plan and confirm the correct sample size of participants
   ◉ Assess how easy it is for participants to complete core tasks in a product

   ✓ Correct
   In a usability study, researchers assess how easy it is for participants to complete core tasks in a product. Usability studies offer a prime opportunity to gather feedback so designers can refine their work and improve the user experience.

2. A UX designer creates a website for a regional health nonprofit. They plan a usability study, recruit participants, and conduct the study. Then, they iterate on the initial design, and share the updated website with their client. What step did the designer skip in conducting this study? 1 / 1 point

   ○ Write a research report
   ◉ Analyze and synthesize observations
   ○ Decide which product to test
   ○ Establish the website's information architecture

   ✓ Correct
   As their first step, the designer plans the usability study. Next, they recruit participants and conduct the study. After the study, the researcher neglects to analyze and synthesize observations.

3. How many times is it appropriate to conduct usability studies? 1 / 1 point

   ○ Twice, once before the project begins and after the product is released
   ◉ As many times as needed
   ○ One usability study is sufficient

   ✓ Correct
   You can conduct as many usability studies as you need to gather feedback, make changes to your designs, and improve the user experience. It is perfectly acceptable to conduct a study with your low-fidelity prototype.