1. What is true about the scope of a strong problem statement? Select all that apply.   0.75 / 1 point

- ☐ It is specific enough that the design solution is apparent
- ☑ It is narrow enough that it can be solved by a design solution

    ⊘ Correct
A strong problem statement should be broad enough to allow for some creative freedom, but narrow enough that it can actually be solved by a design solution.

- ☑ It is broad enough to allow for some creative freedom

    ⊘ Correct
A strong problem statement should be broad enough to allow for some creative freedom, but narrow enough that it can actually be solved by a design solution.

- ☑ It is targeted enough that one solution can solve the problem

    ⊗ This should not be selected
Review the video on creating problem statements ↗.

2. Which of the following is an example of a strong problem statement?   0 / 1 point

- ◯ Sadia is a technology enthusiast that uses desktop and mobile devices, and wants to stay up-to-date on the most relevant technology releases.
- ◯ Lawrence is a painter who needs a way to find the best deals on art supplies, because he wants to save money on the cost of his materials.
- ⦿ Kwame has lots of friends in his address book, and he is confused about how to organize his contacts when he gets a new phone.
- ◯ Users browse in the mobile app store because they may want to purchase a mobile game or productivity app.

    ⊗ Incorrect
Review the video on creating problem statements ↗.

3. Beyond establishing goals, what can effective problem statements help UX designers do? Select all that apply.   0.75 / 1 point

- ☑ Understand constraints

    ⊘ Correct
Problem statements can help UX designers understand constraints, since they explain what keeps users from satisfying their needs.

☑ Identify target users

⊗ This should not be selected
Review the video on creating problem statements ↗.

☑ Define deliverables

✓ Correct
Problem statements can help UX designers define deliverables. They also address the benchmark for deliverables, so designers know what the solution will produce.

☑ Set benchmarks for success

✓ Correct
Problem statements can help UX designers set benchmarks for success. If the design goal is to boil water, for example, you know you are successful when you notice bubbles and steam. A problem statement establishes this kind of target.

4. After crafting a problem statement, a designer begins to brainstorm design solutions that may solve the user's problem. How should the designer document possible design solutions?　　0 / 1 point

○ In a research plan
○ In a success benchmark
◉ In a mind map
○ In a hypothesis statement

⊗ Incorrect
Review the video on documenting design solutions ↗.

5. What action should you take when you identify a pain point in your product?　　0 / 1 point

○ Create more user personas to understand who your users are
◉ Write user stories again to find out what users need from your product
○ Ask your team to collaborate on a list of possible user needs
○ Define the problem as something that your UX team can solve

⊗ Incorrect
Review the reading on design problem statements ↗.

6. In the 5 W's framework, researchers ask five "w" questions based on who, what, when, where, and why. Which of the following is an example of a good "where" question?　　1 / 1 point

○ Where does the user want to be when they experience the problem?

○ Where is the user when they are using the product?

○ Where does the user go after they experience the problem?

○ Where is the product that the user frequently uses located?

⊘ Correct

It is important to consider where the user experiences their problem. For instance, is it in a noisy public environment? Does it occur while users are at home? Physical context matters.

7. Which of the "w" questions (who, what, when, where, or why) is missing from the following problem statement?

The user, Avery, is a fine arts enthusiast that lives in a major city. Avery goes to museums several times a month. Avery wants an easy way to secure timed museum tickets. Avery wants to buy tickets on their smartphone, while on-the-go exploring the city on weekend afternoons.

0 / 1 point

○ Where

○ Why

⊙ What

○ When

⊗ Incorrect

Review the reading on defining design problem statements ↗.

8. Imagine that a designer is ready to build a value proposition for their new photo organizing app. To start, they clearly describe how the product addresses users' pain points. Which value proposition research question does this answer?

1 / 1 point

○ What target users should the design consider?

⊙ Why should the user care?

○ What features should the product include?

○ What does the product do on the backend?

⊘ Correct

The product offerings may be clear to the designer, but they need to consider the user when building a value proposition. To do that, they need to articulate what the product does and why users should care.

9. Consider the following scenario:

1 / 1 point

A designer starts to develop the value proposition for their new mobile photo app. First, they create a list of the product's features and benefits. Second, they explain the value of the product. They identify that their main feature—free unlimited photo storage—resolves the major pain point for users. They pair a user persona with this value proposition and determine that it delivers real value.
What is the next step the designer needs to take to develop a value proposition?

○ Revise user personas based on the value proposition

◉ Review the official value proposition list

○ Release a beta version of the app to collect user feedback

○ Begin market research to set a product price

⊘ Correct
In the final step, the designer reviews the official value proposition list, and identifies the app's unique value proposition.

10. A designer reaches the final stage of building value propositions. They review their official value proposition list. Using this list, how can they make sure their product stands out from the competition? Select the two that apply.

1 / 1 point

☐ Create new value propositions to align with the competitor's product

☐ Schedule a round of user research to validate their value propositions

☑ Identify their product's unique value propositions

⊘ Correct
After narrowing a list to match features with actual user needs, the designer can review the list of value propositions the product offers. From that list, they can highlight the unique features that competitors do not offer. This helps their product stand out from the competition.

☑ Remove value propositions that are offered by competitors

⊘ Correct
After narrowing a list to match features with actual user needs, the designer can review the list of value propositions the product offers. From that list, they can highlight the unique features that competitors do not offer. This helps their product stand out from the competition.