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1. What does UX research focus on?

1 / 1 point

- ☐ Prioritizing what a business believes users want from a product
- ☒ Understanding user behaviors, needs, and motivations through observation and feedback
- ☐ Following the process that takes a product from an idea to reality

☒ Correct

2. A team is in the early stages of developing a product and needs to define the problem in order to create the solution. Which type of research can best help the team answer their question?

1 / 1 point

- ☐ Post-launch
- ☒ Foundational
- ☐ Design

☒ Correct

3. There are three key qualities that UX researchers usually possess. Which of these three qualities helps UX researchers adapt to working with a range of people, personalities, and work styles?

0 / 1 point

- ☒ Empathy
- ☐ Collaboration
- ☐ Pragmatism

☒ Incorrect
Review [the video that introduces UX research](#).

4. Which of the following is a primary UX research method?

1 / 1 point

- ☐ Books
- ☐ Articles
- ☒ Interviews
- ☐ Journals

✓ Correct

5. A startup company tasks its design team to build a website for novice home cooks interested in making multi-course meals. The team needs to figure out what the structure and basic website details should be. At this stage, what kind of research in the product development lifecycle should the team employ? 1 / 1 point

- ☐ Post-launch research
☒ Foundational research
☐ Design research

✓ Correct

6. Which type of bias is the collection of attitudes and stereotypes associated with people? 1 / 1 point

- ☒ Implicit bias
☐ Recency bias
☐ Confirmation bias
☐ Primacy bias

✓ Correct

7. The recency bias refers to bias where it's easier for a person to recall the last thing heard in an interview or conversation. Identify a method that can help overcome recency bias. 0 / 1 point

- ☐ Take detailed notes or recordings and interview each participant the same way
☐ Identify and articulate assumptions before interviews or conversations and survey large groups
☒ Practice active listening and ask open-ended questions
☐ Reflect on our own behaviors

✗ Incorrect

Review [the video that covers types of bias in UX research](#).

8. Consider the following scenario: 0.75 / 1 point

The research team designs and fields a survey that asks users to rate—on a numeric scale—their favorite fitness apps. They also conduct targeted interviews with fitness enthusiasts, to understand their needs. The research team uses their findings to inform design and marketing decisions.

What type of research is the team conducting? Select all that apply.

☒ Qualitative research

☒ Correct

☐ Secondary research

☐ Primary research

☒ Quantitative research

☒ Correct

You didn't select all the correct answers

9. Imagine that a design firm's research team knows about their users' pain points, but they need to answer a few specific questions before proceeding. To learn more, they decide to collect in-depth information on a handful of users' opinions. What is the most appropriate research method?

1 / 1 point

- ☐ Surveys
- ☐ Usability study
- ☐ Key performance indicator
- ☒ Interviews

☒ Correct

10. When conducting usability studies, is it a benefit or a drawback that they need to be conducted in a controlled, lab environment?

0 / 1 point

- ☐ Benefit
- ☒ Neither
- ☐ Drawback

☒ Incorrect

Review [the video on the benefits and drawbacks of each research type](#).

11. When conducting interviews, is it a benefit or a drawback that the sample size is relatively small?

0 / 1 point

- ☒ Benefit
- ☐ Neither
- ☐ Drawback

⊗ Incorrect

Review [the video on the benefits and drawbacks of each research type](#).

12. Consider the following scenario:

1 / 1 point

Imagine that a UX designer creates an app for saving, organizing, and streaming podcasts. To learn about users' experiences with their product, the designer conducts interviews with a select group of target users: podcast enthusiasts. The research team has a hypothesis that podcast enthusiasts prefer long-form, polished content — rather than talk radio and news — so they ask a series of questions about how users interact with this content.

How can the researcher avoid the impact of confirmation bias? Select all that apply.

☒ Interview a large group of users with diverse perspectives

⊙ Correct

☐ Hire an outside research team to conduct the interviews

☐ Conduct interviews several times in the product development lifecycle

☒ Ask open-ended questions and actively listen to respondents

⊙ Correct