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1. Fill in the blank: Designing for one screen first allows you to validate your product design, establish a clear user flow, and _____. 1 / 1 point

- ☐ connect a user's journey with your product
- ☒ make decisions about the visual design of your product going forward
- ☐ understand what needs of your users are already being met in the marketplace
- ☐ develop the code needed for your product's functionality

☒ Correct
Focusing on one design at a time helps you make decisions about the visual aspects of your product going forward.

2. What is the objective of the Crazy Eights exercise? 1 / 1 point

- ☒ To come up with rough sketches of your future product
- ☐ To make final decisions about future visual designs
- ☐ To establish a clear user flow
- ☐ To validate your product design

☒ Correct
The goal for the Crazy Eights exercise is to develop as many rough sketches of your future product as possible.

3. A designer wants to design for the smallest and most basic version of their site, like for a mobile phone. What approach should they use? 1 / 1 point

- ☒ Progressive enhancement
- ☐ Dedicated desktop web design
- ☐ Dedicated mobile app design
- ☐ Graceful degradation

☒ Correct
A designer should apply the progressive enhancement approach when designing for the smallest and most basic version of their site.

4. Fill in the blank: Designing solutions for the next billion users (NBU) should include solutions based on a _____ philosophy, so they can be accessible for all of these new potential users. 1 / 1 point
- ☐ data-first
- ☒ mobile-first
- ☐ privacy-first
- ☐ desktop-first
- ☒ Correct
- Adopting a mobile-first philosophy ensures the content, interactions, and features of the product will be accessible for the next billion users.
5. Fill in the blank: When designing solutions for a large global audience, designers should take the _____ approach. 1 / 1 point
- ☒ mobile-first
- ☐ design-first
- ☐ data-first
- ☐ desktop-first
- ☒ Correct
- Prioritizing mobile users focuses on the common point of access for most of today's global users.
6. You design a music streaming app for laptops, desktops, and mobile phones. Users can start a playlist from their laptop or desktop and listen to it on mobile phones, or vice versa, as long as the devices are attached to the same account log-in. Which of the four Cs does this feature represent? 1 / 1 point
- ☒ Continuity
- ☐ Context
- ☐ Complementary
- ☐ Consistency
- ☒ Correct
- This is an example of continuity in design because users have an uninterrupted experience as they move between devices. Regardless of which platform a person uses to create a playlist, they can move to another device to continue where they left off, or listen to it. To provide that continuity, the devices have to be attached to the same account log-in.

7. A design team is working on a design project for a bill pay app. They have to design the app quickly and with a limited budget. Which of the following app types would work best in this scenario? 1 / 1 point

- ☐ Dedicated mobile app
- ☒ Responsive web app
- ☐ iOS app
- ☐ Android app



Correct

A responsive web app is the best app type because it would be faster and cheaper for them to build an app run on a phone browser.

8. Review the journey map for user persona Shane: Shane was able to browse the catalog of books, but was not able to find any twentieth century books in a short time. Based on this pain point, you recommend expanding the site's filter options. Which row in the journey map should include your recommendations? 1 / 1 point

Persona: Shane

Reserve books on their schedule and have books they want to read available when they arrive at the library.

ACTION	Browse the catalogue of books	Choose a book	Reserve the book	Join a waitlist	Pick up the book from the library
TASK LIST	<ul style="list-style-type: none">Browse new releasesSort books by genreSearch for authors	<ul style="list-style-type: none">Scroll through pages of booksSelect available books to check outClick "add to cart" button	<ul style="list-style-type: none">Click "reserve" button to reserve a book	<ul style="list-style-type: none">Select "yes" button to enter a waitlist for a book	<ul style="list-style-type: none">Receive confirmation of book loan and due dateChoose pick up windowTravel to library
FEELING ADJECTIVE	<ul style="list-style-type: none">EagerInquisitive	<ul style="list-style-type: none">ExcitedOptimistic	<ul style="list-style-type: none">EnthusiasticCurious	<ul style="list-style-type: none">DisappointedDismayedTrusting	<ul style="list-style-type: none">SatisfiedRelievedExcited
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Ability to select multiple filters at once	<ul style="list-style-type: none">Shopping cart full of books to check outEasier "add to cart" button	<ul style="list-style-type: none">None	<ul style="list-style-type: none">Provide a date range for expected availabilityList place in line	<ul style="list-style-type: none">Allow after hours pick up

- ☐ Action
- ☒ Improvement Opportunities
- ☐ Feeling Adjective
- ☐ Task List



Correct

Listing ways to refine the catalogue's filter would fall under the Improvement Opportunities section because it identifies areas for improvement in the design.

9. What elements make up a problem statement? Select all that apply. 0.8 / 1 point

- ☐ Characteristics
- ☒ Insights

☒ Correct
Insights based on the persona's problem are included in the problem statement because they identify the goals for the design solution.

☐ Solution

☒ Needs

☒ Correct
The persona's needs are included in the problem statement because they identify a user's pain points.

☒ Name

☒ Correct
The persona's name is included in the problem statement because it is a human-centered description of a user's need.

You didn't select all the correct answers

10. A problem statement helps designers create the vision for the design. Which of the following is an example of a strong problem statement?

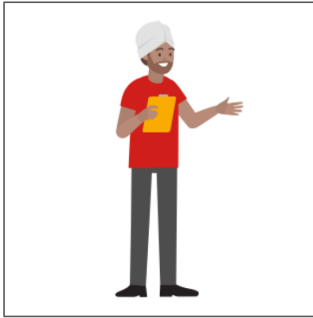
1 / 1 point

- ☐ Lynn wants a smart device-enabled recipe app to help with cooking meals.
- ☐ A teenager needs a scheduler app because they participate in a lot of extra-curricular activities.
- ☐ Rachel needs an app for a music library.
- ☒ Joshua is a new business owner who needs a tool for tracking expenses easily while on-the-go because he travels a lot for business.

☒ Correct
This is an example of a problem statement because it is a clear description of a user's need that the designer should address.

11. Consider the following persona and answer the following question:

1 / 1 point



Shane Ahuja

Age: 48
Education: GED
Hometown: Milwaukee, WI
Family Situation: Married
Occupation: Car Mechanic

"There's nothing like unwinding with the latest political thriller after a 10-hour work day."

Goals

- Reserve books on their schedule
- Have books they want to read available when they arrive at the library
- Read more political thrillers

Frustrations

Shane has to rearrange their busy schedule to reach the library in time to check out books before it closes. And when Shane arrives at the library, books are often unavailable.

Shane Ahuja is a mechanic who specializes in classic car restoration in the heart of Milwaukee. Shane spends 60 hours a week working in the garage. Shane loves to read political thrillers and has spent 30 years collecting novels. Shane's partner refuses to build another bookshelf, so checking out books from the local library is the new norm. Shane has begun suffering from arthritis.

Which of the following is a good user story based on this user persona?

- ☐ As a social person and busy professional, I want to adjust my work hours, so that I can check out books before the library closes.
- ☐ As a professional and avid reader of political thrillers, I want to build another bookshelf, so I can collect more books.
- ☒ As a busy professional and avid book lover, I want to be able to reserve books in advance, so that I can pick them up based on my schedule.



Correct

This is an example of a good user story because it addresses the persona's needs based on their characteristics.

12. What is the final step in conducting a competitive audit?

1 / 1 point

- ☐ Research each product
- ☒ Summarize your findings
- ☐ Outline the goals
- ☐ Create a list of your competitors



Correct

Once you have completed your competitive audit, you summarize your findings in a report or presentation.