1. Fill in the blank: A problem statement is a(n) _____.   1 / 1 point

- ● clear description of the user's need that should be addressed
- ○ educated guess about what the solution to a design problem might be
- ○ set of constraints identified in the user research plan
- ○ actionable series of steps captured in an empathy map

✓ Correct
A problem statement is a clear description of the user's need that should be addressed. Problem statements align the team on which user problem to focus on and give everyone a clear goal.

2. A problem statement follows a simple formula. It starts with the name of the user, a short description of the user's characteristics, and which of the following components? Select all that apply.   1 / 1 point

- ☐ Summary of the user's demographic profile
- ☑ Description of the user's need

✓ Correct
A problem statement also includes a description of the user's need, and an explanation of why they have that need.

- ☐ Outline of the user's experience with the design
- ☑ Explanation of why the user has the need

✓ Correct
A problem statement also includes a description of the user's need, and an explanation of why they have that need.

3. Can an effective problem statement help UX designers set benchmarks for success?   1 / 1 point

- ● Yes. Problem statements explain the user's need, which helps designers benchmark a successful design solution.
- ○ No. Problem statements address the process of solving a design problem, and do not address how to set success benchmarks.
- ○ Sometimes. Problem statements may address benchmarks for success later in the design process, after prototype development and user testing.

4. After crafting a problem statement, a designer begins to brainstorm design solutions. They should document these in a hypothesis statement, which reflects their best educated guess on what the solution to the design problem might be.

0 / 1 point

○ True

● False

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

0 / 1 point

● Ask your team to collaborate on a list of possible user needs

○ Create more user personas to understand who your users are

○ Define the problem as something that your UX team can solve

○ Write user stories again to find out what users need from your product

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 "why" question?

0 / 1 point

● Why is the problem worth a designer's time?

○ Why has the problem not yet been solved?

○ Why is the user in the target group?

○ Why is the problem important?

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

0 / 1 point

An adult wants an easy way to secure timed museum tickets while on-the-go, strolling around the city. The app they use to secure tickets requires advance purchase, so they get frustrated when they try to spontaneously book tickets to popular exhibits. They want to be able to easily book tickets in the app, in real time on weekend afternoons, without advance planning.

- ⚪ Why
- ⚪ Who
- ⚪ Where
- ⦿ 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 mobile app. To start, they clearly explain the offering the product provides to users. Which value proposition research question does this answer?

1 / 1 point

- ⚪ What features should the product include?
- ⚪ Why should the user care?
- ⦿ What does the product do?
- ⚪ What target users should the design consider?

✓ 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:

0.5 / 1 point

A designer starts to develop the value proposition for their new mobile photo app. First, they describe the product's features and benefits, which include free unlimited photo storage and social media integration. Then, they explain the value of the product, and hone in on the features that create real value for users.
What are the next steps the designer needs to take to develop a value proposition? Select all that apply.

- ☐ Review the official value proposition list
- ☑ Conduct user research to identify pain points

ⓧ This should not be selected
Review the reading about determining a value proposition↗.

- ☐ Begin market research to set a product price
- ☑ Connect the features and benefits with the needs of users

✓ Correct
In the third step of developing value propositions, the designer takes the personas they've developed and pairs each with a value proposition that meets their biggest pain point. Finally, the designer reviews the official value

proposition list.

10. A designer is developing the value proposition for a product. Should they consider what is valuable to the user?

1 / 1 point

○ Yes. The goal is to identify what's truly valuable to the user, and connect benefits and features to actual user needs.

○ No. The goal is to develop value propositions that are different from the competition, and to ensure features and benefits exceed those of competitors.

○ Sometimes. The goal is to balance the needs of users with design best practices, and target designs to users most likely to appreciate them.

✓ Correct
A designer should connect features and benefits with the needs of their users. The goal is to identify what's truly valuable to the user, and not just a cool feature that users didn't ask for.