

Try again once you are ready  
Grade received 70%  
To pass 80% or higher  
Try again

1. Which of the following are qualities of strong insights? Select all that apply.

0.8 / 1 point

- ☒ Increase empathy for the user experience
- ☒ Correct  
Strong insights increase empathy for the user experience and the team's engagement in the product's success. They should also be easy to understand, answer research questions, and inspire direct action.
- ☒ Easy to understand
- ☒ Correct  
Strong insights are easy to understand. They should also answer research questions, increase empathy for the user experience, and inspire direct action.
- ☒ Answer research questions
- ☒ Correct  
Strong insights answer research questions so people can understand why the insights matter. They should also be easy to understand, answer research questions, increase empathy for the user experience, and inspire direct action.
- ☒ List observations
- ☐ This should not be selected  
While listing observations is important in developing insights, it is not a quality of strong insights. Strong insights should be easy to understand, answer research questions, increase empathy for the user experience, and inspire direct action.
- ☒ Inspire direct action
- ☒ Correct  
Strong insights inspire direct action for a design solution. They should also be easy to understand, answer research questions, and increase empathy for the user experience.

2. A designer is gathering insights from a recent usability study for a new website design. Which of the following insights is grounded in real data?

1 / 1 point

- ☐ Users typically can find the home page of a website.
- ☒ Most users successfully created a user account using the icon at the top of the page.
- ☐ Users should be able to create a user account by scrolling to the account creation link.
- ☐ Most users made the moderator feel happy about the study's outcome by providing only positive feedback.
- ☒ Correct

Insights grounded in real data are based on observations from multiple participants.

3. Consider the following scenario:

1 / 1 point

A team is developing an online service that allows users to rent out tricycles in major cities, and they want to know how to improve the user experience. They conduct a usability study and discover that users like the idea of renting a tricycle. However, users find it inconvenient that the service is only accessible on desktop computers. Users say that if they were wandering the city, it would be nice to go to a storefront or kiosk for checkout.

Based on this scenario, which of the following is considered a strong insight?

- ☐ Users think that it is inconvenient that they can only rent tricycles.
- ☐ Users want more convenient features.
- ☒ Users want the added option of renting tricycles at a physical location
- ☐ Users like that the app allows tricycle rentals.



Correct

This is a helpful insight for the design team. They can use it during the next iteration of their service to improve their offerings.

4. How do strong insights relate to a research question?

0 / 1 point

- ☐ They answer the research question
- ☒ They refute the research question
- ☐ They suggest an alternative research question
- ☐ They allow researchers to change the research question



Incorrect

Strong insights need to answer the research questions you listed in your research plan. You want to tie your insight to the research questions to help people understand why the insight matters.