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To pass 80% or higher
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1. Which research method is best suited for the following scenario?

0 / 1 point

Team Donut is developing an app that allows users to navigate grocery stores and find in-stock items with ease. The demographic of users who use similar applications on the market will influence how Team Donut approaches the app's interface design. Team Donut would like a large sample size of data.

- ☐ Surveys
- ☐ Journals
- ☐ Interviews
- ☒ Usability studies

☒ Incorrect

In this scenario, surveys would be the most suitable research method because it allows a team to assess from a larger sample size and gather insight quickly. It's typically less expensive and less time-consuming than some methods, such as interviews. A usability study is a technique used to evaluate a product by testing it on users.

2. Which of the following are benefits of secondary research?

1 / 1 point

- ☒ It saves time and money, it's immediately accessible, and it's used to back up primary research.
- ☐ It provides for in-depth observation of users.
- ☐ It provides information on what users think and why, and allows researchers to ask participants follow-up questions.
- ☐ It provides first-hand user interaction data and in-depth feedback.

☒ Correct

Secondary research saves time and money, is immediately accessible, and is used to back up primary research. These are just some of the benefits of secondary research.

3. Qualitative research gathers data by using which of the following methods?

1 / 1 point

- ☒ Observing
- ☐ Calculating
- ☐ Counting
- ☐ Measuring

☒ Correct

Qualitative research focuses on observations. This often includes interviews that ask how and why questions.