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Try again

1. UX research focuses on understanding user behaviors, needs, and motivations through observation and feedback. 1 / 1 point

☒ True
☐ False

☒ Correct

2. A UX researcher is gathering information about a previously completed website and wants to answer the question "Did we succeed?" Which type of research can best help the researcher answer this question? 1 / 1 point

☐ Foundational
☐ Design
☒ Post-launch

☒ Correct

3. There are three key qualities that UX researchers usually possess. Which of the following helps UX researchers understand someone else's feelings or thoughts in a situation? 1 / 1 point

☒ Empathy
☐ Collaboration
☐ Pragmatism

☒ Correct

4. What is the purpose of a survey? 1 / 1 point

☐ Observing people doing an activity in the user's context
☐ Evaluating a product by testing it on users
☐ Collecting in-depth information on people's opinions, thoughts, experiences, and feelings
☒ Understanding what most people think about a product by asking many people the same questions

✓ Correct

5. A design team wants to build an application for mobile users. They've noticed a lack of cat owner-related apps on the market and they want to create an app to fill that void. They want to figure out what they should build. At this stage, what kind of research in the product development lifecycle should they employ? 0 / 1 point

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

✗ Incorrect
You didn't select an answer.

6. Which type of bias is an overestimation of the number of people who will agree with an idea or design? 1 / 1 point

- ☒ False consensus bias
- ☐ Sunk cost fallacy
- ☐ Confirmation bias
- ☐ Primacy bias

✓ Correct

7. Confirmation bias is defined as looking for evidence to prove a hypothesis you already have. Identify a method that can help overcome confirmation bias. 0 / 1 point

- ☐ Practice active listening and ask open-ended questions
- ☐ Reflect on our own behaviors
- ☒ Identify and articulate assumptions before interviews or conversations and survey large groups
- ☐ Segment your project into smaller, more manageable phases and outline stopping points

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

8. Consider the following scenario: 1 / 1 point

After launching their mobile app, a design team learns that users are experiencing glitches with the product. To solve the problem, the design and engineering teams collaborate to release a software update. Now, they want to understand if this changed user engagement with the app. They collect data on the monthly install rate, uninstall rate, and download count. They compare the data.

What type of research is the design team conducting?

- ☐ Qualitative research
- ☐ Secondary research
- ☒ Quantitative research
- ☐ Survey research

☒ Correct

9. Imagine that a design team needs to evaluate a mobile app prototype before the next design iteration. They want to learn about user pain points and fix any problems before the product launches. What is the most appropriate research method?

1 / 1 point

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

☒ 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

- ☐ Neither
- ☒ Benefit
- ☐ Drawback

☒ Incorrect

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

11. A design team decides to conduct interviews to learn more about users' experiences with their product. Although this is a valuable method of primary research, why might the design team be concerned about conducting interviews? Select all that apply.

1 / 1 point

- ☐ Designers can only ask about how easy it is to use a product
- ☒ Interviews require a significant investment of time and money

☒ Correct

- ☐ Designers need to identify a large group of potential respondents
- ☒ Interviews collect information from only a small sample of users

✓ Correct

12. Consider the following scenario:

0.75 / 1 point

Imagine that a UX designer creates an app for saving, organizing, and streaming podcasts. After conducting interviews, the designer learns that users lack interest in an app feature that lets them add custom podcast tags. The designer has invested dozens of hours in this feature's design. They continue to refine it, even though other user-identified issues are pending resolution.

What can the researcher do to avoid impacts of the sunk cost fallacy? Select all that apply.

☐ Hire an outside consulting firm to map project deliverables

☒ Conduct new interviews with a different group of users

⊗ This should not be selected

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

☒ Outline designated points to decide whether to continue or stop

✓ Correct

☒ Break down the project into smaller phases

✓ Correct