1. Which of the following is an example of a pain point? Select all that apply.   1 / 1 point

    ☑ Discovering the chat function on a site is switched off during the posted hours of operation.

    ⊘ Correct
    This is an example of a support pain point, since the user can't get the answers they need. Other pain points include unresponsive touch screen options, or discovering the chat function on a site is switched off during the posted hours of operation.

    ☐ Receiving an update via email about a product's availability

    ☑ Struggling to read the small text in an app.

    ⊘ Correct
    This is an example of a product pain point, since this is a UX issue that frustrates the user. Other pain points include unresponsive touch screen options, or discovering the chat function on a site is switched off during the posted hours of operation.

    ☑ Unresponsive touch screen options

    ⊘ Correct
    This is an example of a pain point since this is a UX issue that frustrates the user. Other pain points include, discovering the chat function on a site is switched off during the posted hours of operation, or struggling to read the small text in an app.

2. How can an empathy map help UX designers understand a user's perspective?   1 / 1 point

    ○ It can help UX designers assume what users want.
    ○ It can help UX designers market a product to a different group of users
    ⦿ It can convey to UX designers what users think, say, feel, and do to understand what users actually need from a product.
    ○ It can help UX designers solve problems they think users have.

    ⊘ Correct
    An empathy map is an easily-understood chart that explains everything the designer learns about a user.

3. Which of the following is an example of a process pain point?   0 / 1 point

    ○ User cannot select or click a website navigation link
    ○ User is unable to find answers to a question on their own

○ User encounters a paywall pop-up in the middle of a digital article

○ User faces difficulty adding an item to an online shopping cart

ⓧ Incorrect

Financial pain points are user problems related to money, such as a paywall pop-up in the middle of a digital article. Process pain points are frustrations that stop the user going from point A to point B. If there's an issue with completing an experience, such as moving an item to a shopping cart, that's considered a process pain point.

4. Most pain points fall into one of four categories: product, financial, process, or support.

1 / 1 point

● True

○ False

✓ Correct

Most pain points fall into one of four categories: product, financial, process, and support.