1. Fill in the blank: Researchers need to transition data they receive from observations to insights. To do this, they first need to _____ all the data from the usability study in one place.

0 / 1 point

○ analyze
○ gather
⦿ organize
○ categorize

⊗ Incorrect
Organizing the data is the second step in the process; however, researchers first have to gather the data from all sources.

2. Once researchers identify common themes in the data, what is the next step?

0 / 1 point

⦿ Create an affinity diagram to organize the data for each theme.
○ Write an insight that tells the design team how to improve the product based on each theme.
○ Identify outliers and compare them to the common themes.
○ Develop a hypothesis for a product improvement based on each theme.

⊗ Incorrect
The next step is to write an insight for each theme to guide the design team on how to improve the product. Researchers create an affinity diagram after they gather all of the data, and it's time to organize.

3. When UX designers synthesize data, what are they doing? Select all that apply.

0.5 / 1 point

☑ Understanding methods of data collection

⊗ This should not be selected
When UX designers are synthesizing data, they're combining ideas to draw conclusions. It evolves their understanding of user problems and how they can further improve the design.

☑ Collecting assumptions about users

⊗ This should not be selected
When UX designers are synthesizing data, they're combining ideas to draw conclusions. It evolves their understanding of user problems and how they can further improve the design.

☑ Evolving their understanding of user problems

⊘ Correct
When UX designers are synthesizing data, they're combining ideas to draw conclusions. It evolves their understanding of user problems and how they can further improve the design.

☑ Combining ideas to draw conclusions

⊘ Correct
When UX designers are synthesizing data, they're combining ideas to draw conclusions. It evolves their understanding of user problems and how they can further improve the design.

4. What is the difference between traditional and field research?   1 / 1 point

○ Traditional research focuses on collecting first-hand observations, while field research prioritizes data collection.
◉ Field research focuses on collecting first-hand observations, while traditional research concentrates on compiling data.
○ Traditional research focuses on defining trends in the marketplace, while field research collects data on those trends.
○ Field research focuses on quality checking potential design features, while traditional research observes them.

⊘ Correct
The difference between traditional and field research is that field research focuses on collecting first-hand observations, such as audio, video, and in-person experiences. Traditional research, on the other hand, concentrates on collecting feedback and compiling data.