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1. What is the goal of UX research?

1 / 1 point

- ☐ Defining the outcome for the design solution
- ☐ Understanding what the business wants
- ☒ Prioritizing the user
- ☐ Projecting the success of a product

☒ Correct

2. A team is in the early stages of developing a product and needs to define the problem in order to create the solution. Which type of research can best help the team answer their question?

1 / 1 point

- ☐ Design
- ☐ Post-launch
- ☒ Foundational

☒ Correct

3. Why is the ability to collaborate an important trait for a UX researcher?

1 / 1 point

- ☐ It helps researchers understand someone else's feelings or thoughts in a situation.
- ☒ It helps UX researchers adapt to working with a range of people, personalities, and work styles.
- ☐ It helps UX researchers stay focused on the goal of the project as well as solve problems practically.

☒ Correct

4. What is the purpose of a survey?

1 / 1 point

- ☐ Evaluating a product by testing it on users
- ☐ Observing people doing an activity in the user's context
- ☐ 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? 1 / 1 point

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

☒ Correct

6. Which type of bias refers to looking for evidence to prove a hypothesis you have? 1 / 1 point

- ☐ Primacy bias
- ☐ Sunk cost fallacy
- ☒ Confirmation bias
- ☐ False consensus 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. 1 / 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

☒ Correct

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

☒ Correct

9. Imagine that a design firm's research team knows about their users' pain points, but they need to answer a few specific questions before proceeding. To learn more, they decide to collect in-depth information on a handful of users' opinions. What is the most appropriate research method?

1 / 1 point

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

☒ Correct

10. Which research method allows in-depth feedback and firsthand interaction, but only measures how easy it is to use a product?

1 / 1 point

- ☐ Interviews
- ☐ Exams
- ☐ Surveys
- ☒ Usability study

☒ Correct

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

- ☒ Interviews collect information from only a small sample of users

☒ Correct

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

☒ Correct

12. Consider the following scenario:

0.75 / 1 point

Imagine that a UX designer creates an app for saving, organizing, and streaming podcasts. The designer begins to work on a tagging feature they've often struggled to find in other apps. The new feature is beneficial to the internal testers and the designer believes that everyone they interview will appreciate the feature too. When a few users are confused about the new feature, the designer dismisses these findings.

How can the researcher avoid the impact of false consensus bias? Select all that apply.

☒ Conduct interviews several times in the product development lifecycle

☒ This should not be selected
Review [the video that covers types of bias in UX research](#).

☒ Identify assumptions

☒ Correct

☒ Survey a large group of users with diverse perspectives

☒ Correct

☐ Hire an outside research team to conduct the interviews