Congratulations! You passed!
Grade received 93.75%
To pass 80% or higher
 Go to next item

1. Fill in the blank: Best practices for writing research questions include questions that are _____. Select all that apply.   0.75 / 1 point

☑ specific

⊘ Correct
Best practices for writing research questions include questions that are specific, actionable, and neutral. Specific research questions create meaningful data.

☑ actionable

⊘ Correct
Best practices for writing research questions include questions that are specific, actionable, and neutral. Good research questions identify a clear way to attempt to answer the question.

☑ broad

⊗ This should not be selected
Best practices for writing research questions include questions that are specific, actionable, and neutral. Research questions provide focus and structure for a research study and produce meaningful data.

☑ neutral

⊘ Correct
Best practices for writing research questions include questions that are specific, actionable, and neutral. Good research questions avoid leading to a particular answer.

2. Imagine you are preparing research questions for a fitness tracker design. Which of the following questions applies in a qualitative research method?   1 / 1 point

○ How often did the user access the app while walking?

◉ How easy was it for users to access the app while walking?

○ How many miles did a user typically walk in a week?

○ How many times did the user access the app per day?

⊘ Correct
This is an example of a qualitative research question because it focuses on an observation about how things happen.

3. A research team measured the results of their fitness app prototype and found 40% of users completed all of the sign-up tasks. Which key performance indicator (KPI) demonstrates this measurement?

    1 / 1 point

    ○ Time on task
    ○ Drop off rate
    ◉ Conversion rate
    ○ User error rate

    ✓ Correct
    The conversion rate measures the percentage of users who completed a desired action.

4. You want to quantifiably measure how well users completed tasks for your design prototype by asking users to complete a questionnaire that measures usability. Which KPI should you use?

    1 / 1 point

    ○ User error rate
    ◉ System Usability Scale
    ○ Use of navigation vs. search
    ○ Conversion rate

    ✓ Correct
    The System Usability Scale KPI is a questionnaire to measure the usability of your designs with quantifiable answers.