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1. Fill in the blank: A problem statement is a(n) _____.

1 / 1 point

- ☐ set of constraints identified in the user research plan
- ☐ educated guess about what the solution to a design problem might be
- ☒ clear description of the user's need that should be addressed
- ☐ actionable series of steps captured in an empathy map



Correct

A problem statement is a clear description of the user's need that should be addressed. Problem statements align the team on which user problem to focus on and give everyone a clear goal.

2. A problem statement follows a simple formula. It starts with the name of the user, a short description of the user's characteristics, and which of the following components? Select all that apply.

1 / 1 point



Description of the user's need



Correct

A problem statement also includes a description of the user's need, and an explanation of why they have that need.



Explanation of why the user has the need



Correct

A problem statement also includes a description of the user's need, and an explanation of why they have that need.



Summary of the user's demographic profile



Outline of the user's experience with the design

3. Can an effective problem statement help UX designers set benchmarks for success?

1 / 1 point

- ☒ Yes. Problem statements explain the user's need, which helps designers benchmark a successful design solution.
- ☐ No. Problem statements address the process of solving a design problem, and do not address how to set success benchmarks.
- ☐ Sometimes. Problem statements may address benchmarks for success later in the design process, after prototype development and user testing.

- ☒ Correct
Problem statements can help UX designers set benchmarks for success. If the design goal is to boil water, for example, you know you are successful when you notice bubbles and steam. A problem statement establishes this kind of target.

4. After crafting a problem statement, a designer begins to brainstorm design solutions. They should document these in a hypothesis statement, which reflects their best educated guess on what the solution to the design problem might be. 1 / 1 point

- ☒ True
☐ False

- ☒ Correct
A hypothesis statement reflects the designer's best educated guess on what they think the solution to a design problem might be.

5. In the 5 W's framework, researchers ask five "w" questions based on who, what, when, where, and why. These questions allow designers to address a problem from what perspective? 1 / 1 point

- ☐ The developer's perspective
☐ The design team's perspective
☐ The problem's perspective
☒ The user's perspective

- ☒ Correct
In order to design a solution that fits the needs of their users, UX designers need to understand the problem from the user's point of view. The five "w" questions help designers describe the full context of the problem from the user's perspective.

6. In the 5 W's framework, researchers ask five "w" questions based on who, what, when, where, and why. Which of the following is an example of a good "why" question? 1 / 1 point

- ☐ Why has the problem not yet been solved?
☐ Why is the problem worth a designer's time?
☐ Why is the user in the target group?
☒ Why is the problem important?

- ☒ Correct
Designers ask why the problem is important. This addresses how the problem affects the overall user experience, and the potential consequences for the user.

7. Which of the “w” questions (who, what, when, where, or why) is missing from the following problem statement? 1 / 1 point

An adult wants an easy way to secure timed museum tickets while on-the-go, strolling around the city. The app they use to secure tickets requires advance purchase, so they get frustrated when they try to spontaneously book tickets to popular exhibits. They want to be able to easily book tickets in the app, in real time on weekend afternoons, without advance planning.

- ☐ When
- ☐ Why
- ☐ Where
- ☒ Who



Correct

All we learn about the user is that they're an adult. The problem statement does not offer any details about the user or their background, so it would be challenging to create a successful solution for this user.

8. Imagine that a designer is ready to build a value proposition for their new mobile app. To start, they need to conduct research that answers which of the following questions? Select all that apply. 0.5 / 1 point



Why should the user care?



Correct

The product offerings may be clear to the designer, but they need to consider the user when building a value proposition. To do that, they need to articulate what the product does and why users should care.



What target users should I design for?



This should not be selected

Review [the reading about determining a value proposition](#).



How much should the product cost?



What does the product do?

9. Consider the following scenario: 1 / 1 point

A designer starts to develop the value proposition for their new mobile photo app. First, they create a list of the product's features and benefits. Second, they explain the value of the product. They identify that their main feature—free unlimited photo storage—resolves the major pain point for users. They pair a user persona with this value proposition and determine that it delivers real value.

What is the next step the designer needs to take to develop a value proposition?

- ☒ Review the official value proposition list
- ☐ Revise user personas based on the value proposition
- ☐ Begin market research to set a product price
- ☐ Release a beta version of the app to collect user feedback



Correct

In the final step, the designer reviews the official value proposition list, and identifies the app's unique value proposition.

10. A designer is developing the value proposition for a product. Should they consider what is valuable to the user?

1 / 1 point



Yes. The goal is to identify what's truly valuable to the user, and connect benefits and features to actual user needs.



No. The goal is to develop value propositions that are different from the competition, and to ensure features and benefits exceed those of competitors.



Sometimes. The goal is to balance the needs of users with design best practices, and target designs to users most likely to appreciate them.



Correct

A designer should connect features and benefits with the needs of their users. The goal is to identify what's truly valuable to the user, and not just a cool feature that users didn't ask for.