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Grade received 87.50%  
To pass 80% or higher  
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1. What are some key benefits of considering accessibility in UX design? Select all that apply. 1 / 1 point

- ☒ Addresses societal structures and products rather than a person's ability
- ☒ Correct  
In the disability community and as UX designers, the social model of disability is defined as a disability being caused by the way society is organized or how products are designed rather than a person's ability or difference. Similar to how many products are created for those who are right-handed and less often for those who are left-handed, designers look at how a product should transform to meet underrepresented needs.
- ☒ Ensures underrepresented and excluded groups are taken into account
- ☒ Correct  
Accessibility in design, particularly equity-focused design, considers all aspects of a product to ensure it's accessible and fair to various genders, races, and abilities, especially those from historically underrepresented groups.
- ☒ Creates solutions that often help everyone
- ☒ Correct  
Whether or not a person has a disability, considering accessibility in design often helps everyone, including those with temporary, situational, or permanent disabilities. Products created to enhance the user experience resulted in a solution that helped everyone, such as closed captioning, enlarged fonts, and magnifying tools.

2. Which phase of the design sprint helps the team find solutions to build on? 1 / 1 point

- ☐ Prototype
- ☐ Understand
- ☐ Test
- ☒ Ideate
- ☐ Decide
- ☒ Correct  
After starting the design sprint off on the right track with the Understand phase, the Ideate phase helps the team find solutions to build upon. To get the creative juices flowing, you start this phase by coming up with ideas and building on them to create solutions.

3. What can a researcher learn when they properly empathize with users during user research? 1 / 1 point

- ☒ The needs, behaviors, and motivations of their users
- ☐ The hopes, dreams, and assumptions of their users
- ☐ The opinions, feelings, and biases of their users
- ☐ The wants, desires, and fears of their users

☒ Correct  
Empathizing with users helps researchers understand what users need, why they need it, and how they solve problems. This is vital in building positive user experiences.

4. Which of the following are examples of pain points? Select all that apply. 0.75 / 1 point

☒ Being asked to submit credit card information when no payment is required

☒ Correct  
This is an example of a financial pain point, since the user has to provide sensitive personal information without a clear reason.

☒ Completing the checkout process for a food delivery app

☐ This should not be selected  
Review the section that covers user pain points in Course 2: Start the UX Design Process: Empathize, Define, and Ideate.

☒ Receiving the same response to three different questions from an automated chatbot

☒ Correct  
This is an example of a support pain point, since the user can't get the answers they need.

☒ Struggling to interact with a button on a mobile app's homepage because it's extremely small

☒ Correct  
This is an example of a product pain point, since it is a usability issue that frustrates the user.

5. Which of the following statements about user personas is true? 1 / 1 point

- ☐ Personas are modeled after the characteristics of the UX designer.
- ☐ UX designers should avoid creating backstories for personas.
- ☒ Personas can help identify patterns of behavior in users.
- ☐ A persona is a real user who provides real reviews on a product.

☒ Correct

In UX design, personas are fictional users whose goals and characteristics represent the needs of a larger group of users. Personas can help us identify patterns of behavior in users. These patterns might point to a common pain point that a group of users experiences.

6. Which of these user stories includes a type of user, an action, and a benefit?

1 / 1 point

- ☐ As a scientist, I want access to my colleagues' published research.
- ☐ As a chef, I want access to the freshest ingredients and the highest-quality cooking utensils.
- ☒ As a yoga instructor, I want to create a consistent class schedule so that my clients know how to confidently plan their weekly exercise.
- ☐ I want a bookshelf so I have somewhere to store my book collection.

☒ Correct  
This user story is complete with a type of user, an action, and a benefit. A complete user story keeps the problem user-centered, actionable, and clear.

7. Fill in the blank: Designing products with accessibility and inclusivity in mind ensures that you \_\_\_\_.

1 / 1 point

- ☒ include solutions that benefit specific individuals, which improves the user experience for all users.
- ☐ create a different solution for every single user.
- ☐ create an identical experience for all users
- ☐ focus on creating one solution for as many people as possible

☒ Correct  
This approach solves a problem for a specific user, but the solution extends to the many other users of the product. This approach provides multiple design solutions that account for different users, such as those with disabilities or those who come from traditionally marginalized backgrounds. These considerations improve the experience for the intended user, as well as other users of the product.

8. Which of the following is a complete problem statement?

1 / 1 point

- ☒ Bella is a dance choreographer who needs to create a practice video because some of their students have school during the day and can't attend lessons in person.
- ☐ Hakim is an accountant who needs to collect expense reports from their coworkers.
- ☐ Angelo needs a toolbox and shingles to fix the leak in their roof.
- ☐ Akiko is a construction consultant who is building a skyscraper.

☒ Correct  
In this statement, the user's name, characteristics, need, and the reason for the need have been clearly defined.

9. Identify the steps of the ideation process in the correct order.

0 / 1 point

- ☐ Documenting ideas, brainstorming, focusing on quantity, questioning obvious solutions, gathering a diverse team, and evaluating the ideas.
- ☒ Gathering a diverse team, brainstorming, documenting ideas, questioning obvious solutions, focusing on quantity, and evaluating the ideas.
- ☐ Brainstorming, documenting ideas, focusing on quantity, not allowing evaluation, gathering a diverse team, questioning obvious solutions, and evaluating the ideas.
- ☒ Incorrect  
Review the section that covers design ideation in Course 2: Start the UX Design Process: Empathize, Define, and Ideate.

10. You're a UX designer working on a gaming app in a competitive market space. You want to figure out what your competitors' strengths and weaknesses are, and how to create a better product. What should you do?

1 / 1 point

- ☐ Contact each company directly
- ☐ Create a marketing plan
- ☒ Conduct a competitive audit
- ☐ Conduct informal research online
- ☒ Correct  
A competitive audit is a report that evaluates what competing companies are doing well with their product, and where they are failing. This information can improve your product by addressing problems your competitors haven't accounted for.