I have question regarding part 1.1

What does mean by intuitive interfaces?

Task1.1

1. You work for a startup that specializes in fitness and activity tracking for women. Before you start on the designs of a new feature, you want to conduct an assessment of the strengths and weaknesses of other startups in the fitness and activity tracking space. What is this assessment called?

Competitive analysis

1. Which of the following describes the difference between UX and UI?

UX refers to the holistic end experience someone has with a product or service, while UI is the actual interface of a product or service

1. When comparing a few apps for their strengths and weaknesses, what are some common elements to consider?

Onboarding, navigation, and buttons

1. What do user flows do?

Outline the steps a user takes to complete a task within a system

1. What are the four main disciplines, or “quadrants,” that comprise the UX quadrant model and are covered under the umbrella of user experience design?

Experience Strategy, User Research, Information Architecture, Interaction Design

Task1.2

1. What are some of the most common user research methods?

Surveys, usability tests, and user interviews

2.Which of the following is a possible benefit of conducting user surveys?

They are often cheaper to conduct than user interviews

3.Complete the following sentence: “User-Centered Design is a design method that \_\_\_.”

Focuses on placing the users of a system at the center of all development decisions

4.Complete the following sentence: “Participatory design is a collection of methods \_\_\_.”

Aimed at engaging multiple stakeholders in the design process

5.What is a drawback of usability tests?

Recruiting target users can be time-consuming

Task 1.3

1. What is the main purpose of user stories?

To focus on defining functions and solutions from a specific persona’s perspective

1. Which of the following are the main elements commonly outlined for a user persona?

Name and face, demographics, needs and goals, behaviors, quotes

1. What is a proto-persona?

A persona based on the initial assumptions for a project

1. What is the main purpose of job stories?

To focus on the context in which a persona wants to complete a particular action

1. Which of the following describes the purpose of a user persona?

To give a representation of the goals, pain points, and behaviors of a hypothesized subset of users

1. What is the purpose of a problem statement?

To help focus your project on a specific issue and group of users

Task 1.4

1. What is a mental model?

What someone believes about a particular system or concept

1. What is a user flow?

A specific user’s path through a particular information space

1. Which of the following describes Information Architecture in the context of UX design?

The structure of a website or app in both physical and digital forms

1. What’s the difference between open and closed card sorting?

In an open card sort, participants label their own categories; in a closed card sort, participants organize concepts within a set of given categories

1. When conducting a task analysis, you need to identify where the user would first encounter the task. What is this called?

Entry point

1. It’s a sunny Saturday, and you’re facilitating a watercolor workshop by the Spree River. You’ve provided the supplies and instructions, and your enthusiastic participants have collectively decided on the success criteria for this workshop. Which of the following is an example of one of the criteria?

Task 1.5

What is time blocking?

A technique in which you try to complete a task in a predetermined short amount of time

What is a prototype?

A set of linked wireframes that emulate the functionality of a website or app

Which of the following screens provide an effective way of introducing your prototype?

Onboarding screens

What is a wireframe?

A two-dimensional visual representation of a page’s interface

What is the main goal of creating low-fidelity prototypes?

To test key functionality and features with users and catch major errors before perfecting a design

Task 1.6

What are scenario tasks?

Tasks that are phrased to add real-world context to task instructions

What is a usability test report?

A report that compiles all the feedback gathered and prioritizes issues based on metrics to quantify feedback

What is utility and usability in the context of usability testing?

Utility refers to the features and functionality needed to complete important tasks while usability is how easy your features are to use

What’s the difference between moderated and unmoderated tests?

Moderated tests require the physical presence of a researcher while unmoderated tests are done remotely without a researcher

According to research, approximately 80% of errors in a prototype can be caught by testing it with how many people?

5 people

Task 1.6

Which of the following is a good rule of thumb for creating a presentation?

Only include images that are relevant to the point you’re making

What is the story spine?

A structure containing the elements of a story

John is preparing a presentation he will present twice: once to his team and once to his CEO. Which of the following points must John do before starting each presentation?

Identify motivations of audience

The try/fail cycle in the story spine structure directly relates to which stage of the design thinking process?

Test

What part of your designs should you spend more time describing?

Process

Task 1.8

Library science has strong roots in which of the following disciplines?

Information architecture

Which of the following tasks will help you create a design profile?

Conduct a thorough resume review

IDEO executive Tim Brown used the metaphor T-shaped to describe the desired design profile for new hires in creative roles. What does T-shaped refer to?

An individual who has deep knowledge of a particular skillset as well as curiosity and willingness to collaborate across disciplines

Based on the UX Quadrant, the four traditional fields include industrial design, business consulting and marketing, human computer interaction, and… ?

Psychology

According to IDEO Executive Tim Brown, which of the following provide the foundation of an individual’s profile as a designer?

Soft skills, industry knowledge, and technical expertise