What is mean by intuitive interfaces?

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