Task 4.5

1.Which of the following items should be included in the “before the test day” checklist?

Organize materials

Quit the programs

Write a test script

Highlight direct task

2. You’re a one-person UX team who’s responsible for user research and usability testing. What’s a good rule of thumb when it comes to conducting one-on-one user interviews?

Ask the participant to re-sign the consent form

Focus on the participant over note-taking

Troubleshoot your recording equipment during the interview

Time-box every interview question to ensure timeliness

3. In her work, Rosie Roos is considered a helpful guide who leads participants through the direct and scenario tasks of a usability test. She knows how to test incomplete prototypes and lets the participant take the lead after explaining a given task. What is her role?

Analyst

Evaluator

Developer

Moderator

4. Which of the following is a good example of treating participants with respect?

Expressing gratitude for their time

Asking them to finish their tasks quickly

Referring to them as “users”

Correcting their speech

5. Users generally interact with mobile devices differently from how they interact with desktop computers. Which of the following is an action that is almost exclusive to mobile devices?

Swiping

Streaming

Typing

Downloading

Task4.6

1.Which of the following tips can help Oswald when he’s making observations and writing them on sticky notes?

Write thorough notes

Organize things chronologically

Run everything through a word-processor

Use active verbs

2. How is affinity defined from a scientific point of view?

As the degree to which a substance tends to combine with another

As the degree to which a substance tends to reject others

As the general guideline on how information should be eliminated

As the general guideline on how information should be documented

3. Which of the following should be considered when classifying errors?

The credibility of the errors

The designers of the errors

The severity of the errors

The users who cause the errors

4. Oswald would like to sort his data into categories. Which of the following options is a relevant top-level category?

Test duration

Body language

Participant name

Positive quotes

5. The Rainbow Spreadsheet is a great way to organize data from which kind of test?

A/B Tests

Usability Tests

Click Tests

Preference Tests

Task 4.7

1.When prioritizing and reporting your findings, which of the following should you be considerate of?

Your audience

Your budget

Your interests

Your team

2. Which of the following describes the concept of just-in-time information?

Discussing what’s needed, when it’s needed, and with additional information

Delivering what’s needed without anticipating when beforehand

Discussing what is not needed at any given time and why

Delivering what’s needed, when it’s needed, and in the amount needed

3. When deciding what to include in a test report, your team has asked to include developers to ensure that the new feature will be feasible to build in the next two months. This shows your team has considered which of the following factors when tailoring the test report?

Business

Interpersonal

Technical

Political

4. Which of the following is an example of business jargon?

CTA

Button styles

Hover state

Grid

5. You’re creating a test report to share key findings in the most recent usability test. There are many exciting details to include, but you want to ensure that the stakeholders only focus on the most important details. What, then, should you create as the first page of your test report?

Prioritized issues

Updated test scripts

Test results

Test plan highlights

Task 4.8

1.In a preference test where you compared red and blue versions of the same button on your homepage, you found that 10 people preferred the red button and only 1 preferred the blue. Which of the following is a logical conclusion you can make from this test result?

Red caught the attention of more users

Dark red is preferable to bright red

Blue should be used for headlines

Green is a more attractive button color

2. You and your team can’t decide between two potential design strategies for your app; one is lively, the other serene. Which of the following tests could help you decide on the best approach to take?

A/B Test

Preference Test

Usability Test

Functionality Test

3. You would like to test the success of your website redesign by comparing specific metrics of the original against the new layout. Which of the following tests is appropriate for this?

A/B Test

Click Test

Preference Test

Usability Test

4. Which of the following tools can be used for A/B testing?

GitHub

UsabilityHub

CareerHub

DigitalHub

5. Preference testing is best done at which point of a product’s lifecycle?

On launch day

Before sketching user flows

After a redesign

During rapid prototyping