Task 4.1

1.Your goal as a UX designer is to build something useful for real human people. In order to do that, your designs need to combine usability and utility. Which of the following is an example of utility in a calendar app?

Engaging mascot

Simple interface

Bold colors

Timezone options

2. Murg Mareth is conducting a study on women’s safety in her neighborhood. A few of her neighbors have requested to learn more before agreeing to participate in the study. Murg needs to do which of the following to ensure she has the informed consent of her participants?

Define the number of participants

Define the location of the interview

Define the date and time of the interview

Define the nature and intent of the study

3. The process of helping research participants make an educated decision as to whether or not to participate in your study is called which of the following?

Informed incentive

Informed consent

Needs assessment

Task analysis

4. Which of the following recruitment strategies involves approaching a colleague at a cafe where she often does her creative work?

Hallway testing

Usability testing

Reliability testing

Validity testing

5. You’re creating an app to promote the farmer’s markets in your city in hopes of increasing their visitors. You run usability tests with frequenters of these markets. Which of the following suggestions can decrease your risk of sampling bias?

Ask testers which farmer’s market is their favorite

Discuss farmer’s markets with elderly visitors

Share samples from the farmer’s market in your neighborhood

Find testers who’ve never visited farmer’s markets

Task4.2

1.Usability testing is an example of which type of research method?

Cumulative

Generative

Evaluative

Objective

2. You send a survey link to your friends and family, asking about their opinions on soft-serve ice cream, gelato, and frozen yogurt. They fill out the survey whenever is most convenient for them, then you check the data. Which of the following describes this testing method?

Moderated remote

Unmoderated in-person

Moderated in-person

Unmoderated remote

3. Which of the following is an example of a moderated in-person test?

Observation at a shop

Interview over video chat

A/B test link

Usability lab study

4. Mar Marple is out with friends when she decides to take this opportunity to get some more user tests in. Mar asks the group next to them to attempt to leave reviews on her website. This is an example of what kind of testing?

Field studies

Guerrilla testing

User interviews

A/B testing

5. Which of the following is a scientific method of testing different designs on a site by randomly assigning groups of users to each design and measuring user behavior in this given context?

Guerrilla testing

Remote interviews

A/B testing

Field studies

Task 4.3

1.Mo Stevens has completed his initial designs and would like to plan some tests. Before doing so, he lays out a document with information about the scope, goals, and details of his tests. What is this document called?

Design layout plan

Product road map

User journey map

Usability test plan

2. Which of the following situations calls for a test drive of a test plan?

When you still have quite a few questions about whether the test goals are relevant to the product

When you want to increase your social media presence

When you want to ensure that the product will still be relevant to the market when it’s released

When you want to eliminate the number of stakeholders

3. You’re conducting a test in which the question you’re attempting to answer is: “When users return to our app after one week of not using it, how easily can they re-establish proficiency?” Which of Nielsen’s Five Components of Usability are you testing?

Memorability

Satisfaction

Errors

Learnability

4. Success criteria define which of the following?

Budgetary constraints

Remaining time

Qualitative insight

Tester progress

5. Lane Larfdom has been asked by her boss to measure the learnability of her app “A Pie a Day” by asking her test participants to compile a list of favorite pie recipes. Which of the following metrics allows her to accomplish this task?

Success rate

Clickstream

Three-click rule

Partial success

Task4.4

1. Your colleague, Margot Miller, has sent you a document for feedback. The document is an outline of what she plans to communicate to her test participants the following day. What is this document called?

Verbal style guide

Interview draft

User flows plan

Usability test script

2. Verbally abusive or sick participants fall under which of the following categories?

Important participants

Strange participants

Qualified participants

Unqualified participants

3. Which of the following should be the aim of your introduction?

Explain that you’re testing the user’s ability

Outline the correct answers

Communicate a pressure to perform

Make your participants feel at ease

4. Which of the following is an example of an appropriate way to ask personal questions?

Are you disabled?

What’s your current occupation?

Are you employed, unemployed, or retired?

How old are you?

5. You’re conducting usability testing on your new app, Icy, that helps people find local ice cream parlors. Which of the following is a direct task you could ask of your usability testers?

Search the app for an ice cream parlor near the Eiffel Tower.

Share your thoughts on the design of the app.

Explain why the background color evokes positive emotions.

Discuss your favorite ice cream parlor.