

UI / UX Principles

Lecture 10: Revision on lecture (1 – 5)



Choose the correct answer:

1. is the relationship between a product and the person using it. It focuses on building products that someone can easily use and enjoy using.

(a) UI

(b) UX

(c) Stakeholder

(d) Persona

(b) UX

2. is not one of UX fundamentals.

(a) Visual design

(b) Content strategy

(c) User research

(d) Market research

(d) Market research

Choose the correct answer:

3. is a framework that puts the user front-and-center. By focusing on the user, designers must consider the story, emotions, and insights gathered about them.

(a) User-Centered Design

(b) Design Thinking

(c) Double Diamond

(d) Design sprint

(a) User-Centered Design

4. is a user-centered approach to problem-solving. It helps designers create solutions that address a real user problem and are functional and affordable.

(a) User-Centered Design

(b) Design Thinking

(c) Double Diamond

(d) Design sprint

(b) Design Thinking

Choose the correct answer:

5. Once you land on a user problem and establish why it's an important one to solve, it's time for the

(a) empathize phase

(b) define phase

(c) ideate phase

(d) test phase

(c) ideate phase

6. During the, users provide feedback about your designs, before the product is built by engineers and launched to the public.

(a) empathize phase

(b) define phase

(c) ideate phase

(d) test phase

(d) test phase

Choose the correct answer:

7. Empathy map is a tool in phase.

(a) UX research

(b) analysis

(c) design

(d) prototype

(b) analysis

8. is a competitive analysis to understand how competitors solve similar problems and identify opportunities.

(a) Stakeholder

(b) Survey

(c) User research

(d) Market research

(d) Market research

Choose the correct answer:

9. is used to map the relationship between a customer and an organization over time and across all channels on which they interact with the business.

- (a) Persona
- (b) Empathy map
- (c) Customer journey map
- (d) User-story map

(c) Customer journey map

10. is a piece of document where all the features that are expected to be in a project are listed for future work.

- (a) UX sitemap
- (b) Features list
- (c) Problem Statement
- (d) User flow

(b) Features list

Choose the correct answer:

11. is used to evaluate a new design to improve the accuracy of analysts and system users.

(a) Persona

(b) User flow

(c) Survey

(d) Prototype

(d) Prototype

12. are critical measures of progress towards an end goal.

(a) Research Questions

(b) Research Goals

(c) KPIs

(d) UX Research phases

(c) KPIs

Choose the correct answer:

13. Research goals are

- (a) asking yourself what design problems we're trying to solve and how will the results will impact our design decisions.
- (b) explaining what led you to conduct this research or even give a quick description for your product.
- (c) a document that acts as an overview and helps kick off the project.
- (d) critical measures of progress towards an end goal.

(a) asking yourself what design problems we're trying to solve and how will the results will impact our design decisions.

Choose the correct answer:

14. is a documentation of the steps and research methods you'll take to conduct your research.

(a) Script

(b) Methodology

(c) UX Research plan

(d) UX research

(b) Methodology

Choose the correct answer:

15. is a process of showing two variants of the same web/mobile page to different segments of web site visitors at the same time and comparing which variant drives more conversions.

(a) A/B testing

(b) Survey

(c) Card Sorting

(d) Usability testing

(a) A/B testing

16. is a UX research technique in which users organize topics into groups. Use it to create an IA that suits your users' expectations.

(a) Research Interview

(b) Script

(c) Survey

(d) Card sorting

(d) Card sorting

Choose the correct answer:

17. phase is the ability to understand someone else's feelings or thoughts in a situation.

(a) Empathize

(b) Define

(c) Ideate

(d) Test

(a) Empathize

18. In phase, you will organize the information you have gathered and analyze your observations to write the core user problems you and your team have identified up to this point.

(a) empathize

(b) define

(c) ideate

(d) test

(b) define

Choose the correct answer:

19. organizes content to help users understand where they are in a product and where the information they want is.

(a) User flow

(b) Digital wireframe

(c) Paper prototype

(d) Information architecture

(d) Information architecture

20. From gestalt principles, means that the brain tends to fill in missing parts to perceive complete shapes. It is used in logos and icons to create visually appealing designs.

(a) continuation

(b) closure

(c) proximity

(d) common fate

(b) closure

Choose the correct answer:

21. From gestalt principles, means that elements that are close to each other are perceived as related. It is used in menus and buttons to indicate groupings.

(a) continuation

(b) closure

(c) proximity

(d) common fate

(c) proximity

22. From gestalt principles, means that elements that move together are perceived as related. It is used in animations and dropdown menus to show relationships.

(a) continuation

(b) closure

(c) proximity

(d) common fate

(d) common fate

Answer the Following questions:

1. What do UX designers do?

Creating physical and digital products that are:

- Useful
- Usable
- Enjoyable
- Accessible

Answer the Following questions:

2. Define Framework. What are the different types of Frameworks?

Framework: Method or series of steps

- User-Centered Design
- Design Thinking
- Double Diamond

Answer the Following questions:

3. What are the benefits of design sprint?

- Save Time
- Create path from product to market
- Prioritize the user
- Test before launch (save money)
- Lower Risks

Answer the Following questions:

4. Why is it important to conduct stakeholder interviews?

It is important to know:

- User needs
- Business goals
- Technical limitations

Answer the Following questions:

5. How can we write a problem statement?

A problem statement should include:

- The background of a problem.
- The people affected by the problem
- The impact of the problem on the organization

Answer the Following questions:

6. Draw the Hierarchy of User Needs in UX design.



Answer the Following questions:

7. When is it important to do UX research?

1. Creating a new product
2. Adding new features
3. Redesign
4. Attracting new audiences
5. Product's end-to-end lifecycle

Answer the Following questions:

8. What are the best practices for creating a good survey?

1. Keep things short and simple
2. Be clear
3. Check for bias
4. Structure the survey well

Answer the Following questions:

9. How can you make a good research interview?

1. Set a goal for the interview.
2. Make the user feel as comfortable as possible.
3. Prepare questions before the interview.
4. Avoid leading, closed, or unclear questions.
5. Prepare more questions than you believe you will have time to ask.
6. Practice your go-to follow up questions.

Answer the Following questions:

10. Write the 5 phases of design thinking.

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

Answer the Following questions:

11. What does the empathy map consist of?

An empathy map consists of four squares, which show what the user says, does, thinks, and feels.

Answer the Following questions:

12. What are the different Ideate techniques?

- Brainstorm
- Storyboard
- Crazy 8 sketching.
- Focus Group

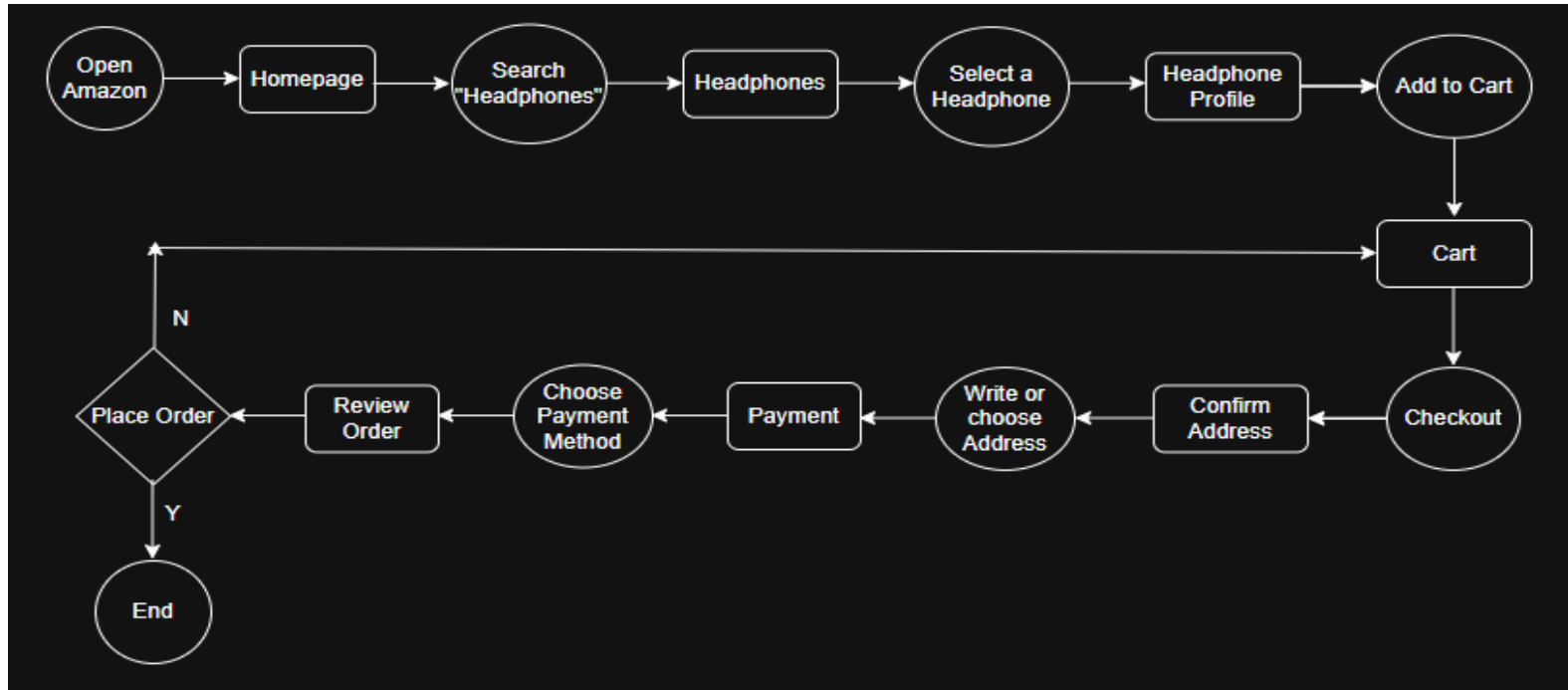
Answer the Following questions:

13. What is the meaning of Gestalt Principles? Write these seven principles.

- Describe how humans' group similar elements, recognize patterns and simplify complex images when we perceive objects.
- There are seven individual principles commonly associated with gestalt theory: similarity, continuation, closure, proximity, figure/ground, symmetry & order and common fate.

Answer the Following questions:

14. Draw a user flow diagram for purchasing a headphone using the Amazon application. Start from opening the app until confirming the order.



Thank You

