G

Unit 2 Study Guide

Prepare for the Week

In this unit, you'll needs lots of paper and a pencil for sketching!

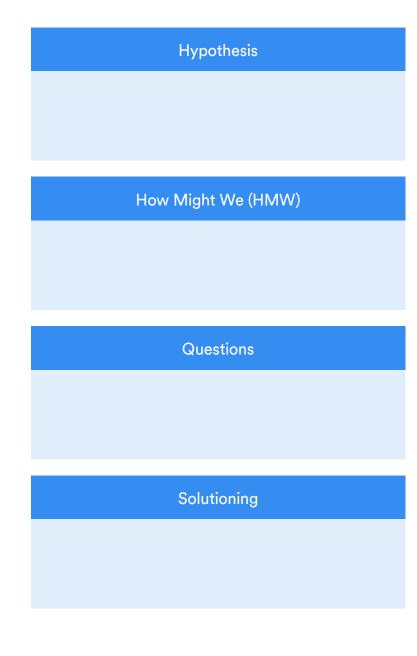
Key Concepts

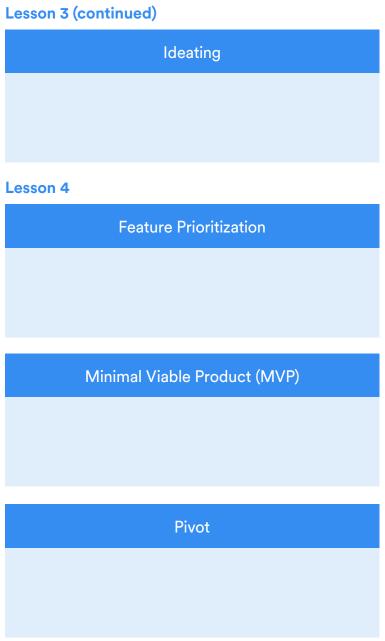
Below are the key concepts covered in this unit. Fill in the definitions to help build your understanding.

Lesson 1	Lesson 2
Affinity Mapping	Persona
Synthesis	Use Cases
Personas	User Flows

Lesson 2 (continued)

Scenarios		
	Persona Goals	
	Socondary Gools	
	Secondary Goals	
Lesson 3		
	Problem Statement	





Dot Voting
Now, Next, Later
MoSCoW Method
2x2 Matrix

Lesson 5 (continued)

80/20 Rule **Design Ornamentation** Scope Creep **Featuritis**



Study Questions

Think about these questions as you go through each lesson.

Lesson 1

- 1. 1. How can I make sense of the data I collected in the last unit?
- 2. 2. What do I do with the research I synthesize? How does it connect to the next stage of the design process?
- 3. 3. How do UX designers use affinity mapping in the design process?

Lesson 2

- 1. Why do I only design one primary persona?
- 2. How do user personas relate to scenarios and user flows?
- 3. What is the value of a persona? How is it used as a design tool?
- 4. What are user goals and how do they inform the design process?

Lesson 3

- 1. What is the difference between a problem statement and a hypothesis?
- 2. How are How Might We (HMW) statements used in the UX Design process?
- 3. What is the difference between storyboards and user flows?

Lesson 4

- 1. How do we use the hypothesis and problem statement from the last lesson to inform what we are designing for?
- 2. What is a Minimal Viable Product and why is it such a critical concept for the design process?
- 3. What happens during a pivot?
- 4. What is the best way to prioritizew features?

Questions to Ask Your Mentor

Write down questions you may have for your mentor as you go through the unit. You can can create a doc in your shared Google Drive for each unit titled "Questions for my Mentor/1:1" and write your questions there as well. This will help your mentors prep for the 1:1 and will help you ensure you cover all your questions during the meeting.

