



## Unit 2 Study Guide

### Prepare for the Week

In this unit, you'll need 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

Affinity Mapping

Synthesis

Personas

### Lesson 2

Persona

Use Cases

User Flows



## Lesson 2 (continued)

Scenarios

Hypothesis

Persona Goals

How Might We (HMW)

Secondary Goals

Questions

## Lesson 3

Problem Statement

Solutioning



## Lesson 3 (continued)

Ideating

Dot Voting

## Lesson 4

Feature Prioritization

Now, Next, Later

Minimal Viable Product (MVP)

MoSCoW Method

Pivot

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. How can I make sense of the data I collected in the last unit?
2. What do I do with the research I synthesize? How does it connect to the next stage of the design process?
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 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.

A large, empty light blue rectangular box intended for writing questions.