

✔ Congratulations! You passed!

Grade  
received 100%

Latest Submission  
Grade 100%

To pass 80% or  
higher

Go to next item

1. You are developing a website for a company that sells swimsuits and swimming gear, such as goggles, fins, and swim caps. How would you go about designing the site if you have very limited resources?

1 / 1 point

- ☐ Invent novel signifiers and ways of categorizing items.
- ☐ Think of universal interface solutions rather than getting overwhelmed by considering interfaces that work with your specific user stories.
- ☒ Research sites that sell similar items or that use features and functionality to identify patterns that are likely to be familiar to your customers.
- ☐ Hire a professional, expert designer; the site can't be built without one.

✔ Correct

Looking at comparable sites is a very effective way to think about patterns and models that are natural and comfortable for your customers.

2. Your team is conducting its first usability test and teammates have a lot of opinions about the best way to go about it. You have the most experience. How would you suggest your team get started?

1 / 1 point

- ☐ Make sure the subjects selected will be appropriate for the test
- ☒ Decide what type of test they need based on where they are with refining the feature(s)
- ☐ Prepare questions about signifiers, including color and style
- ☐ Test the test plan

✔ Correct

Choosing a test type is the first thing the team should do. Typical test types include exploratory, assessment, and validation.

3. A colleague just handed you the draft of an introduction to a usability test and asked for feedback. How would you suggest he revise the introduction below?

1 / 1 point

Introduction DRAFT:

Thanks so much for taking time out of your busy schedules to help us out today. I know we are on a tight schedule, so I'll get us started. To begin, let's look at this screenshot of the registration page an undergraduate would see after selecting classes that are required for her major. Tell me what you see here. If you were this student, how would you proceed from here?

- ☐ Ask the test subjects about their signifier preferences.
- ☐ Advise your colleague to hold off on the usability test until a working version of the website can be tested, rather than an interactive prototype.
- ☒ Provide a specific motivation/goal to the subject so they have a clear understanding of their objectives.
- ☐ Add reassurances that you'll be there to guide them every step of the way.

✔ Correct

This draft introduction combines motivation and usability, which will jumble the results. Since you're testing usability, not motivation, it is vital to supply specific motivation to the subject (such as, "Go ahead and register for Econ 101") and see if they're able to accomplish the task. As you begin asking questions, you'll move test subjects from the user story to the test items.

4. You are conducting usability testing for software that is supposed to improve HVAC technicians' ability to arrange delivery of the correct parts to their job site. The technicians who participated in user testing are enthusiastic about the software, but many of them are having trouble understanding a search feature meant to help them find the appropriate parts. Some are asking that additional documentation be added as required reading before using the feature. How can you improve usability?

1 / 1 point

- ☐ Include the supplemental documentation that was requested by some technicians
- ☐ Wait until the software is further developed to test
- ☒ Use a different signifier based on the user story
- ☐ Gear the testing toward a different proposition

✔ Correct

Usability testing should always be anchored to good user stories with testable rewards. The search feature has a certain signifier meant to cue the technicians that they could use it to help them find the appropriate parts. The negative result from the test users suggests a new approach to the UI should be

designed and tested.

5. **Your company has a new CEO who isn't very familiar with agile practices. He has questioned the expense and time involved in usability tests, so you've invited him to attend one as a spectator. When the moderator displays a paper prototype during the test, the CEO looks surprised (and not in a good way). How will you explain the significance and purpose of the prototype when you debrief with the CEO later?**

1 / 1 point

- ☐ "You're right. Testing was probably done too early. We'll wait until a full mockup is ready for the next usability test."
- ☐ "At the next usability test, we won't use a paper prototype. Instead, we'll simply ask test subjects to recall a time when they engaged in the action being tested."
- ☐ "The prototype is acting as a wireframe."
- ☒ "What we're doing now is early stage exploratory testing where these work well."

✓ **Correct**

That's right, and you could also mention the role of higher fidelity prototypes later. You might also want to explain that low fidelity prototypes enable any member of the team (with a little training) to conduct tests early in the process. Even though the paper prototype doesn't closely resemble what the team might build, it's much more economical to test early and often vs. spending a lot of money on an approach that might turn out to be unusable or minimally usable for users.