Week 3 Quiz

LATEST SUBMISSION GRADE

80%

1. You are creating a website for a network of bed and breakfast establishments. **0 / 1 point**
   Which of these would you *avoid* as you are developing the product?

   ○ Look at how popular vacation rental websites display features and information about each property.

   ⦿ Hire a professional designer, if the budget allows.

   ○ Invent novel signifiers and ways of categorizing and filtering the properties.

   ○ Conduct usability tests, even for seemingly simple items like finding a location.

   > **! Incorrect**
   > It is ideal to hire a designer for a project like this one. However, teams with a smaller budget can use design best practices even without a professional designer. Review course videos on what to try and what to avoid when fixing usability issues, especially the "Fixing Usability with Donald Normal's 7 Steps Model" video.

2. Your team has a set of user stories they're preparing for implementation. They've **1 / 1 point**
   reviewed patterns and comparables, chosen an approach they want to explore,
   created an interactive prototype, used the template to prepare research details for
   the first usability test, and screened subjects. What else do they need to do in
   order to make sure they are ready to test with subjects?

   ○ Decide what kind of test to use.

   ○ Prepare questions about signifiers, including color and style.

   ○ Make sure the subjects selected will be appropriate for the test.

   ⦿ Test the test plan.

   > **✓ Correct**
   > Getting subjects is expensive, so the team should run through the test to make sure the infrastructure is set and the moderator has practiced.

3. A colleague just handed you the draft of an introduction to a usability test and **1 / 1 point**
   asked for feedback. How would you suggest he revise the introduction below?

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?

○ 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.

○ Ask the test subjects about their signifier preferences.

◉ 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   **1 / 1 point**
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?

○ Wait until the software is further developed to test

○ Include the supplemental documentation that was requested by some technicians

○ Gear the testing toward a different proposition

◉ Use a different signifier based on the user story

✓ **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 team is running a one-week design sprint focused on exploratory testing of usability for a new feature. How should you schedule usability test subjects?

1 / 1 point

◯ Towards the end of the week so you have enough time to prepare

⦿ With space between them so you can iterate on your design

◯ In a single day, so you can maximize efficiency

◯ With the majority at the beginning of the sprint to get rapid feedback

✓ **Correct**

That's right- particularly in early, exploratory testing, iteration based on the results of your testing is critically important and you'll want to leave time for that.

Week 3 Quiz

LATEST SUBMISSION GRADE

20%

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1. You are creating a website for a network of bed and breakfast establishments. Which of these would you *avoid* as you are developing the product? **0 / 1 point**

   ○ Hire a professional designer, if the budget allows.

   ⦿ Look at how popular vacation rental websites display features and information about each property.

   ○ Invent novel signifiers and ways of categorizing and filtering the properties.

   ○ Conduct usability tests, even for seemingly simple items like finding a location.

   > **! Incorrect**
   >
   > Looking at comparable websites is a very effective way to think about patterns and models that are natural and comfortable for your users. Review course videos on what to try and what to avoid when fixing usability issues, especially the "Fixing Usability with Donald Normal's 7 Steps Model" video.

2. Your team has a set of user stories they're preparing for implementation. They've reviewed patterns and comparables, chosen an approach they want to explore, created an interactive prototype, used the template to prepare research details for the first usability test, and screened subjects. What else do they need to do in order to make sure they are ready to test with subjects? **0 / 1 point**

   ⦿ Decide what kind of test to use.

   ○ Test the test plan.

   ○ Make sure the subjects selected will be appropriate for the test.

   ○ Prepare questions about signifiers, including color and style.

   > **! Incorrect**
   >
   > Typical test types include exploratory, assessment, and validation. The team has chosen approaches to investigate, so they know they are conducting an exploratory test. Review other ways the team should prepare in the "A Test Plan Anyone Can Use" video.

3. A colleague just handed you the draft of an introduction to a usability test and asked for feedback. How would you suggest she revise the introduction below? **1 / 1 point**

Introduction DRAFT:

Today we're going to be looking at a revamped online class registration system for a university. The system will help students register for classes that meet their degree requirements and select electives. Let's assume you're about to register for classes. Why would you want to register for classes online? Would you want to be able to read peer reviews of courses? What kind of information would you be looking for?

◉ Provide the motivation based on the goals in your user stories, instead of asking subjects to consider their motivation.

○ Ask the subject to choose between specific alternatives.

○ Include more technical terms - such as wireframe, prototype, and minimum viable product - for the test subjects' benefit.

○ Ask some questions to screen the test subjects. You want to be sure you know how to filter their feedback.

✓ **Correct**
The moderator should supply the motivation rather than asking the user about what they'd like to do and why. At this point, the team should have built a prototype based on user stories and a carefully articulated narrative rather than asking the test subjects what they think a college student would want to see in the registration system.

4. You are conducting usability testing for software that is supposed to improve the   `0 / 1 point` sales team's ability to more quickly identify promising targets for sales calls. The salespeople who participated in user testing are enthusiastic about the software, but you observed that many of them didn't understand the sorting feature. Which of these might be the cause of this breakdown in usability?

○ It's too soon to test

◉ Lack of explanatory videos to avoid issues with usability

○ The signifier is not right for the user story

○ The testing should be geared toward a different proposition

! **Incorrect**
In practice, users dislike a heavy hand, so it's important to avoid excess instruction and instead focus on improving usability if at all possible. Remember that you should always anchor your usability testing to good user stories with testable rewards. Review methods for diagnosing usability issues in the first lesson, especially the "Diagnosing Usability with Donald Norman's 7 Steps Model" video.

5. Your company has a new CEO who isn't very familiar with agile practices. He has   **0 / 1 point**
    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?

    ○ "What we're doing now is early stage exploratory testing where these work well."

    ◉ "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."

    > **! Incorrect**
    >
    > Be confident about your methodology. Testing early - even with rough wireframes, prototypes, and prototypes - gives
    > the team valuable feedback early in the process, when changes are less expensive and time consuming. Review
    > types of agile tools in the "Common Terms" video and how to sequence user testing in the "Usability Testing: Fun &
    > Affordable" video.

Week 3 Quiz

LATEST SUBMISSION GRADE

20%

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

    ◯ Hire a professional, expert designer; the site can't be built without one.

    ⦿ Research sites that sell similar items or that use features and functionality to identify patterns that are likely to be
        familiar to your customers.

    ◯ Think of universal interface solutions rather than getting overwhelmed by considering interfaces that work with your
        specific user stories.

    ◯ Invent novel signifiers and ways of categorizing items.

    > ✓ **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 has a set of user stories they're preparing for implementation. They've   **0 / 1 point**
    reviewed patterns and comparables, chosen an approach they want to explore,
    created an interactive prototype, used the template to prepare research details for
    the first usability test, and screened subjects. What else do they need to do in
    order to make sure they are ready to test with subjects?

    ◯ ~~Prepare questions about signifiers, including color and style.~~

    ⦿ Make sure the subjects selected will be appropriate for the test.

    ◯ ~~Decide what kind of test to use.~~

    ◯ Test the test plan.

    > ! **Incorrect**
    >   The team has screened potential subjects, so they should be set on this point. Review other ways the team should
    >   prepare in the "A Test Plan Anyone Can Use" video.

    A colleague just handed you the draft of an introduction to a usability test and   **0 / 1 point**

3.
asked for feedback. How would you suggest he revise the introduction below?

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?

○ Add reassurances that you'll be there to guide them every step of the way.

○ ==Provide a specific motivation/goal to the subject so they have a clear understanding of their objectives.==

○ ~~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.

> **! Incorrect**
>
> Early exploratory testing with "cheaters", or static versions of potential products, is a common and acceptable agile
> practice. Early and frequent testing is better than later testing. There are other problems with the introduction draft.
> Review how to test motivation and usability in the video "Usability Testing: Fun & Affordable" and other course videos
> in the second lesson of the module.

4. You are conducting usability testing for software that is supposed to improve the   **0 / 1 point**
sales team's ability to more quickly identify promising targets for sales calls. The
salespeople who participated in user testing are enthusiastic about the software,
but you observed that many of them didn't understand the sorting feature. Which
of these might be the cause of this breakdown in usability?

○ It's too soon to test

○ Lack of explanatory videos to avoid issues with usability

○ The signifier is not right for the user story

◉ The testing should be geared toward a different proposition

> **! Incorrect**
>
> Validation of a compelling proposition through testing motivation (with MVP's and product proxies) should precede
> usability testing, and the enthusiasm expressed by the test users suggests the team may have found a strong
> proposition, or at least a problem scenario where they alternatives are weak and a new proposition might be

compelling. Review methods for diagnosing usability issues in the first lesson, especially the "Diagnosing Usability with Donald Norman's 7 Steps Model" video.

5. Your company has a new CEO who isn't very familiar with agile practices. He has **0 / 1 point** 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?

○ <mark>"What we're doing now is early stage exploratory testing where these work well."</mark>

⦿ "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."

○ "You're right. Testing was probably done too early. We'll wait until a full mockup is ready for the next usability test."

> **!** **Incorrect**
>
> Asking test subjects to recall or imagine a situation may alter or invalidate test results by confusing motivation with usability. Review types of agile tools in the "Common Terms" video and how to sequence user testing in the "Usability Testing: Fun & Affordable" video.

Week 3 Quiz

LATEST SUBMISSION GRADE

20%

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?   `0 / 1 point`

   - ⦿ Hire a professional, expert designer; the site can't be built without one.

   - ◯ 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.

   > **! Incorrect**
   >
   > It is ideal to hire a designer for a project like this, but since the budget doesn't allow for this, all is not lost. Teams can follow good design practices without a professional designer. Review course videos from the first lesson on how to fix usability, especially the "Fixing Usability with Donald Normal's 7 Steps Model" video.

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?   `0 / 1 point`

   - ⦿ Test the test plan

   - ◯ 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

   > **! Incorrect**
   >
   > Tests are expensive and difficult to plan, so the team should practice the test. However, this will be the last step and not the first. Review how the team should get started in the "The Right Testing at the Right Time" video.

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?   `0 / 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?

○ Add reassurances that you'll be there to guide them every step of the way.

◉ 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.

> **!** **Incorrect**
>
> While there may be some value in asking subjects to comment on alternatives, usability testing is mostly about observing what the subject actually does when given a specific prompt. Review how to test motivation and usability in the video "Usability Testing: Fun & Affordable" and other course videos in the second lesson of the module.

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`

○ Gear the testing toward a different proposition

◉ Use a different signifier based on the user story

○ Include the supplemental documentation that was requested by some technicians

○ Wait until the software is further developed to test

> **✓** **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 team is running a one-week design sprint focused on exploratory testing of usability for a new feature. How should you schedule usability test subjects? **0 / 1 point**

○ With space between them so you can iterate on your design

○ With the majority at the beginning of the sprint to get rapid feedback

◉ Towards the end of the week so you have enough time to prepare

○ In a single day, so you can maximize efficiency

> **!** **Incorrect**
>
> It's probably best to interleave subject testing throughout the week so you maximize the opportunities for evidence-based iteration. For more on this, see the video "Running a Usability Design Sprint."

Week 3 Quiz

LATEST SUBMISSION GRADE

60%

1. You are creating a website for a network of bed and breakfast establishments. Which of these would you *avoid* as you are developing the product?

   0 / 1 point

   - ⦿ Conduct usability tests, even for seemingly simple items like finding a location.

   - ◯ Hire a professional designer, if the budget allows.

   - ◯ ~~Look at how popular vacation rental websites display features and information about each property.~~

   - ◯ ==Invent novel signifiers and ways of categorizing and filtering the properties.==

   > **!** **Incorrect**
   >
   > Usability tests anchored in well validated user stories are a critical part of the design and development process. Review course videos on what to try and what to avoid when fixing usability issues, especially the "Fixing Usability with Donald Normal's 7 Steps Model" video.

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?

   0 / 1 point

   - ◯ ~~Test the test plan~~

   - ⦿ Prepare questions about signifiers, including color and style

   - ◯ 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)

   > **!** **Incorrect**
   >
   > Depending on the type of test being conducted, the team may not need to worry about the appearance of signifiers. Review how the team should get started in the "The Right Testing at the Right Time" video.

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

   1 / 1 point

   Introduction DRAFT:

Today we're going to be looking at a revamped online class registration system for a university. The system will help students register for classes that meet their degree requirements and select electives. Let's assume you're about to register for classes. Why would you want to register for classes online? Would you want to be able to read peer reviews of courses? What kind of information would you be looking for?

○ ● Provide the motivation based on the goals in your user stories, instead of asking subjects to consider their motivation.

○ Ask some questions to screen the test subjects. You want to be sure you know how to filter their feedback.

○ Include more technical terms - such as wireframe, prototype, and minimum viable product - for the test subjects' benefit.

○ Ask the subject to choose between specific alternatives.

✓ **Correct**

The moderator should supply the motivation rather than asking the user about what they'd like to do and why. At this point, the team should have built a prototype based on user stories and a carefully articulated narrative rather than asking the test subjects what they think a college student would want to see in the registration system.

4. You are conducting usability testing for software that is supposed to improve the   **1 / 1 point**
sales team's ability to more quickly identify promising targets for sales calls. The salespeople who participated in user testing are enthusiastic about the software, but you observed that many of them didn't understand the sorting feature. Which of these might be the cause of this breakdown in usability?

○ It's too soon to test

○ ~~The testing should be geared toward a different proposition~~

● The signifier is not right for the user story

○ Lack of explanatory videos to avoid issues with usability

✓ **Correct**

Usability testing should always be anchored to good user stories with testable rewards. The sorting feature has a certain signifier meant to cue the salespeople that they could use it to help them identify promising sales targets. The negative result from the test users suggests a new approach to the UI should be designed and tested.

5. Your team is running a one-week design sprint focused on exploratory testing of   **1 / 1 point**

usability for a new feature. How should you schedule usability test subjects?

○ Towards the end of the week so you have enough time to prepare

◉ With space between them so you can iterate on your design

○ With the majority at the beginning of the sprint to get rapid feedback

○ In a single day, so you can maximize efficiency

✓ **Correct**
That's right- particularly in early, exploratory testing, iteration based on the results of your testing is critically important and you'll want to leave time for that.