# Qualitative and Quantitative Analytics

**LATEST SUBMISSION GRADE**

## 90%

---

1. Which of the following is a focal point of early stage, exploratory qualitative usability testing?                                                              **1 / 1 point**

   ○ Sticking to your test plan, no matter the results

   ◉ Using low fidelity prototypes

   ○ Making sure you're collecting structured, comparable data

   ○ Making only one prototype

   > ✓ **Correct**
   > Using low fidelity prototypes is a great thing to do in this type of testing. It's quick and accessible to a wide audience on your team. Your main priority at this point is just to iterate to a better version of the interface. In fact, a pro tip is to make sure you leave yourself time between sessions to iterate on your prototype and/or test plan.

2. Which of the following is most likely to derail an analytics program and make it irrelevant?                                                                   **1 / 1 point**

   ○ Lack of clear actionability for the analytics

   ○ Lack of alignment with user stories

   ◉ Lack of a clear goal

   ○ Irrelevant segmentation

   > ✓ **Correct**
   > That's right. Working backward from a goal (or goals) is a good way to keep your analytics focused.

3. Why might it be a bad idea to A/B test on a brand new site?                     **1 / 1 point**

   ○ You want to compare two features

   ○ You have an idea you think will improve outcomes

   ◉ You don't have enough historical traffic to establish a reliable baseline

○  The software will do it automatically

✓  **Correct**

With a brand new site, it's likely you don't have a lot of traffic. WIth an A/B test, you need a reliable baseline to A/B test any new features and understand if they are working well or not.

4.  For the user story below, which of the following do you think is the most relevant UX analytical question?  `0 / 1 point`

*As Ivan the Inside Salesperson, I want to have a sales pitch tool that helps me know where to focus the call with a given prospect.*

○  What type of tool does Ivan want?

○  Does Ivan use the sales pitch tool?

◉  Should this tool appear side-by-side with the prospect's name and title?

○  Does Ivan care about knowing where to focus from call to call with customers?

!  **Incorrect**

This is a good question, but there's a more substantial question among the options here. For more details on this topic, review the "Qualitative Usability Testing" video.

5.  What is the potential problem with going directly from user story to metrics in structuring your analytics?  `1 / 1 point`

○  Metrics are hard to get

○  Too many lines of code

◉  Lack of actionability of your analytics

○  Lack of alignment with user stories

✓  **Correct**

That's right. Good questions help to ensure the actionability of your analytics.

6.  Which of the following would be a signal that you are ready to move forward with your user story and into designing?  `1 / 1 point`

○ You've outlined triggers, actions, and rewards.

○ Your team is satisfied with a prototype they developed.

○ You've reviewed your personas, jobs-to-be-done, and value propositions.

◉ Your users interact with a prototype and achieve a goal you had in mind for the interaction.

✓ **Correct**

That's right. Every user story should have that kind of testability. Without it, it's hard to do good, focused, and testable work.

7. How would you change this user story to make it more testable?      **1 / 1 point**

*As Ivan the Inside Salesperson, I want a pre-call checklist to review.*

○ As Ivan the Inside Salesperson, I want to have a sales pitch tool that helps me with my sales calls.

○ As Ivan the Inside Salesperson, I want to know where to focus the call with a given prospect so that I can increase our sales.

○ As Ivan the Inside Salesperson, I want to have a sales pitch tool.

◉ As Ivan the Inside Salesperson, I want to review relevant notes before I make a call, so I know where to focus the call with a given prospect.

✓ **Correct**

That's right. This version has a testable goal.

8. We have this user story: *As Trent the Technician, I want to review a pre-job*      **1 / 1 point**
*checklist so I make sure I have what I need to start work at the customer's site.*

and this question about it: *Does Trent use the checklist?*

Which of the following metrics is the best fit for acquiring observations to answer the question?

◉ [Checklists Viewed]/[Dispatches to a Job Site Viewed]

○ [Dispatches to a Job Site Viewed]

○ [Checklists Viewed]

○  [Checklists Viewed]/[Total Logins by Technicians]

✓  **Correct**

That's right. First of all, this is a ratio and those are generally better since most metrics need some kind of relative context. Second, seems like a reasonable proxy for "sessions on the site where a technician was dealing with a dispatch and therefore might be interested in a checklist."

9.  How can real-time analytics from platforms such as Crazy Egg or Mouseflow help  **1 / 1 point**
deepen your understanding of your user?

○  You can look at user retention.

○  You can look at cohort analysis.

○  You can look at user acquisition.

●  You can see how your qualitative usability testing compares to what your users are doing in the real world.

✓  **Correct**
That's right. Analytics from these platforms are a good fit for answering that type of question.

10.  How would you change this question, displayed within a pop-up, to make it more  **1 / 1 point**
useful?

*How do you like the site?*

○  What do you like or dislike about the site?

○  How is the site working for you?

●  What would you like to get out of your site visit today?

○  Were you able to find what you were looking for on the site today?

✓  **Correct**
That's right. Asking this question would help you collect more information from a user about what they are looking to do on the site and if the site is working well for them or not.