**1.**A software team designs an app with every feature requested by different users. After launch, users complain about complexity and confusion. Which design issue does this best represent?
A. Edge case design
B. Elastic user
C. Over-personalization
D. Self-referential design

**2.** During a hospital software project, a designer assumes all nurses will interact with the system like she does. What issue is occurring?
A. User profiling
B. Self-referential design
C. Role modeling
D. Behavioral pattern bias

**3.**A company designs an app that pleases "no one" because it tries to meet every possible user's needs. This failure is due to ignoring which key persona principle?
A. Design for archetypes, not stereotypes
B. Design for specific users, not everyone
C. Include negative personas
D. Conduct user flow modeling

**4.**A developer prioritizes a function only after asking, "Will Julie perform this operation often?" What principle is being applied here?
A. User goal prioritization
B. Edge case avoidance
C. Behavior mapping
D. Persona clustering

**5.**Which of the following **best** differentiates a **persona** from a **user profile**?
A. Personas are fictional; profiles are factual
B. Personas are based on behavior and goals; profiles on demographics
C. Personas describe companies; profiles describe individuals
D. Profiles are created after testing; personas before testing

**6.**A persona's desire to "feel smart and in control" relates to which of Norman's three levels of user processing?
A. Reflective
B. Behavioral
C. Visceral
D. Cognitive

**7.**When a designer ensures a product helps a user "achieve their to-do list by 5 p.m.," they are supporting which type of goal?
A. Life goal
B. End goal

C. Experience goal
D. Business goal

**8.** A university's mobile app design focuses on convenience and ease for students booking rooms and checking exam dates. This directly supports which type of user goal?
A. Experience
B. Life
C. End
D. Reflective

**9.** A designer is told to ensure the product "makes users feel reassured about security and sensitivity." Which processing level is being emphasized?
A. Behavioral
B. Reflective
C. Visceral
D. Social

**10.** When constructing personas, why is it important to conduct **group interviews by role**?
A. To compare technical preferences
B. To cluster similar behaviors and motivations

C. To collect quantitative usage statistics
D. To create visual prototypes

**11.** In the persona creation process, mapping interview subjects to behavioral variables helps identify:
A. Demographics and income
B. Role-specific constraints
C. Significant behavior patterns
D. Software usability metrics

**12.** A persona representing a patient who doesn't directly use a medical system but is affected by it is known as a:
A. Served persona
B. Secondary persona
C. Negative persona
D. Supplemental persona

**13.** A company explicitly excludes "criminals and pranksters" as target users. These users are best described as:
A. Secondary personas
B. Negative personas
C. Customer personas
D. User profiles

**14.** A team labels personas as "Primary," "Secondary," and "Supplemental." What is the **main reason** for this step?
A. To decide market segmentation
B. To prioritize design focus
C. To select test participants
D. To assign coding responsibility

**15.** If a persona includes detailed emotional reactions but lacks real behavioral data, what common mistake has occurred?
A. Elastic user problem
B. Overemphasis on fictional biography
C. Ignoring user goals
D. Incorrect segmentation