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## Weekly challenge 1: The basics of user experience design

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1. What is the user experience?

1 / 1 point

- ☒ The user experience is how the user feels about interacting with or experiencing a product.
- ☐ The user experience is the attitude the UX designer has about a product.
- ☐ The user experience is how the developer feels about a user.

✔ **Correct**

The user experience is how a person, the user, feels about interacting with or experiencing a product

2. Which role represents a type of designer with broad knowledge in multiple areas of UX design, and a depth of knowledge in a single area?

1 / 1 point

- ☒ T-shaped
- ☐ Specialist
- ☐ Generalist
- ☐ Stakeholder

✔ **Correct**

The vertical line of the T represents the type of UX design you specialize in, while the horizontal line of the T represents your complementary skills.

3. Which UX design role focuses on designing the experience and functionality of a product?

1 / 1 point

- ☐ Visual designer
- ☐ Production designer
- ☐ Motion designer
- ☒ Interaction designer

✔ **Correct**

Interaction designers focus on designing the experience of a product and how it functions. They assess how to connect the user's needs and the business's goals with what's actually feasible to build.

4. Imagine a user needs to get directions to a destination while driving. They are able to use the voice command feature on their phone to open a maps app for voice-guided directions. Is this an example of a good user experience?

1 / 1 point

- ☐ No
- ☒ Yes

✔ **Correct**

This is an example of a good user experience because the app helps the user navigate to where they need to go safely and without disruption.

5. What might be some of the day-to-day responsibilities of an entry-level UX designer?

1 / 1 point

- ☒ Prototyping and wireframing
- ☐ Debugging and back-end engineering
- ☐ Pitching the product to prospective customers
- ☐ Responding to incoming customer support tickets

✔ **Correct**

Prototyping and wireframing are some typical responsibilities of an entry-level UX designer.

6. Which type of designer maintains a wide breadth of knowledge and responsibilities?

1 / 1 point

☐

- ☐ Y-shaped
- ☒ Generalist
- ☐ T-shaped
- ☐ Specialist



**Correct**

Most UX designers begin their careers as generalists and often possess a broad range of responsibilities.

7. Which type of business is most likely to hire a specialist designer?

1 / 1 point

- ☐ Startups
- ☐ Small business
- ☒ Large companies
- ☐ Design agencies



**Correct**

Specialists have a deep understanding of a particular UX design role such as visual, interaction, or motion design. Specialists usually work at large companies with a big team of UX designers.

8. Fill in the blank: A startup is a good fit for beginner UX designers looking for \_\_\_\_.

1 / 1 point

- ☐ diverse projects and a flexible work schedule
- ☐ unstructured environments with top-down management
- ☐ one or two main projects with a defined work schedule
- ☒ fast-paced environments with less structure



**Correct**

Startups are often staffed by small teams of excited individuals that take on multiple roles within a growing company. Startups could be a good fit for UX professionals who want to guide a product design and life cycle, or influence the path of user experience within a company.

9. Why are program managers necessary when working in UX design?

1 / 1 point

- ☐ Program managers ensure the language within a product is clear.
- ☐ Program managers act as a bridge between interaction designers and engineers.
- ☒ Program managers ensure the process of building a product goes smoothly from start to finish through the use of clear and timely communication.
- ☐ Program managers translate the design's intent into a functioning experience.



**Correct**

Program managers ensure clear and timely communication so that the process of building a useful product moves smoothly from start to finish.

10. Which of the options below is a common characteristic of freelancing in UX?

1 / 1 point

- ☐ It requires limited responsibility.
- ☒ It requires marketing your services to businesses to find customers.
- ☐ It requires working with an experienced professional for around one or two years.
- ☐ It requires working closely with a supervisor to learn more about the industry.



**Correct**

In freelancing, you find customers and projects on your own rather than being assigned projects by a supervisor. A good way to get started as a freelancer is to offer your services to a small business or nonprofit in exchange for a good recommendation and a project to include in your portfolio.