

# PRE-TEST2 User-Centered Design & Research Methods

Total points 7/15 ?

Answer the following questions to the best of your ability. This pre-test will help evaluate your understanding of **User-Centered Design (UCD) and Research Methods**.

0 of 0 points

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COURSE AND SECTION

BSIT-3A

Multiple Choice

5 of 5 points

(5 Points, 1 Point Each)





What is the main focus of **User-Centered Design (UCD)**? \*

1/1

- ☐ Prioritizing business goals over user needs
- ☒ Designing products based on user needs, behaviors, and feedback
- ☐ Eliminating user involvement in the design process
- ☐ Creating visually complex interfaces
- ☐ Other: .....



Which of the following is **NOT** a key principle of UCD? \*

1/1

- ☐ Early and active user involvement
- ☐ Iterative design and usability testing
- ☒ Ignoring user feedback during development
- ☐ Designing based on user needs and goals
- ☐ Other: .....



What is the purpose of **User Personas** in the UCD process? \*

1/1

- ☒ To create fictional user representations based on real data
- ☐ To generate automated design layouts
- ☐ To replace usability testing
- ☐ To analyze backend system performance
- ☐ Other: .....



✓ Which user research method involves **observing** users interact with a system in real-world conditions? \*1/1

- ☐ Focus Groups
- ☐ Interviews
- ☒ Observational Research
- ☐ Surveys
- ☐ Other: .....



✓ Which research method is best for gathering in-depth insights into user challenges and behaviors? \*1/1

- ☐ Option 1
- ☒ Interviews
- ☐ A/B Testing
- ☐ Card Sorting
- ☐ Other: .....



Identification

2 of 10 points

USE ALL CAPITAL LETTERS ONLY, WRONG SPELLING WRONG. WRING ANSWE IS WRONG.



✗ \_\_\_\_\_ is a design approach that focuses on improving usability by involving users in the development process. \*.../2

USER CENTERED DESIGN

✗

Correct answer

USER-CENTERED DESIGN

✗ \_\_\_\_\_ is a visual representation of a user's journey through a system, highlighting key interactions and touchpoints. \*.../2

USER JOURNEY MAP

✗

Correct answer

JOURNEY MAPPING

✗ \_\_\_\_\_ are fictional representations of different user types based on research data, including demographics, goals, and pain points. \*.../2

USER PERSONAS

✗

Correct answer

USER PERSONA

✓ \_\_\_\_\_ is a usability testing method where real users interact with a product to identify pain points and areas for improvement. \*2/2

USER TESTING

✓



✗ \_\_\_\_\_ is a research technique that gathers qualitative data from a small group of users discussing a product or system. \*.../2

FOCUS GROUP

✗

Correct answer

FOCUST GROUP

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