

User Experience Design Quiz

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* Required

Which of the following are constraints that affect user/customer experience design?

* 10 points

- ☒ The needs of the users/customers
- ☒ The goals of the business

Which of the following are techniques that help designers understand the needs and goals of users of the system?

10 points

- ☐ Collecting anecdotal feedback or 'rumors' about user behavior.
- ☐ Any analytics or data collected about how users are using the system or another system like it.
- ☒ Market research into the target user demographic(s)
- ☒ Interviews with actual users or people who match the target user demographic(s)
- ☒ Observation of actual users or people who match the target user demographic(s)
- ☒ Surveys of actual users or people who match the target user demographic(s)
- ☐ Testing, where users are asked to complete tasks and their success or failure is



☐ observed and quantified.

Which of the following are common techniques for understanding the business goals and the reason the business wants to make a product or system?

10 points

- ☐ An understanding of why some organizations cannot or prefer not to clearly communicate their reason for embarking upon some projects.
- ☒ Interviewing stakeholders at the client organization
- ☒ Observation of actual users or people who match the target user demographic(s)

Personas are descriptions of real people.

10 points

- ☐ True
- ☒ False

Clear selection

An app map (or site map)m on its own, is intended to indicate...

10 points

- ☒ A big picture view of the different 'properties', digital or physical, that together might be involved in a given user's experience of the organization or brand.
- ☐ A list of the main screens of an application, and the hierarchical parent/child organization of content within that application.
- ☐ All text and images that will be used within the final application design.
- ☐ The details of what types of content will be presented on each screen of an application, and what affordances users are given to navigate from one screen to another.



- ☐ The completed designs of each screen of the application.
- ☒ The step-by-step way in which a user can solve a particular problem or need using the app or system.

Wireframe diagrams, on their own, are intended to indicate...

10 points

- ☐ A big picture view of the different 'properties', digital or physical, that together might be involved in a given user's experience of the organization or brand.
- ☒ A list of the main screens of an application, and the hierarchical parent/child organization of content within that application.
- ☐ All text and images that will be used within the final application design.
- ☒ The details of what types of content will be presented on each screen of an application, and what affordances users are given to navigate from one screen to another.
- ☐ The completed designs of each screen of the application.
- ☐ The step-by-step way in which a user can solve a particular problem or need using the app or system.

In what scenario is it impossible to judge whether an application design has been a success or a failure?

10 points

- ☐ When any member of the client organization is unhappy with the final product.
- ☐ When the design of the application is not on-par with the work that the big tech companies produce.
- ☐ When end-users complain about the poor design.
- ☒ When success has never been clearly defined and agreed upon.

Clear selection



Is it possible to fully automate User Acceptance Testing (use your knowledge and understanding, and don't believe everything you read online!)?

10 points

☐ Yes

☒ No

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