



Thank you for completing the project. You have done really well. Your overall score is 100%. Kudos!

Here is how your submission has been graded. We hope you find it useful and helpful for your future submissions.

Parameter	Score	Comments
Parameter: Problem Solving:	3	The learner has adopted a scientific, data-based approach to identifying the root cause(s) of the problem at hand.
Parameter: Data Management:	3	The learner has gathered relevant, accurate data and analyzed it using the right methods.
Parameter: Decision Making:	3	The learner leveraged data to develop creative alternatives and validated the alternatives to arrive at the best one while balancing the time factor of decision making.

Areas of Strength: (These are practices you should continue doing)

- Excellent preparation for the interview.
- Excellent interview questions, starting with introductory questions and moving onto product-related questions.
- Most of the questions are very relevant to your goals and are open-ended, which is great!
- Excellent focus on getting permission to record the interview and having 2 UX researchers present.
- The recommendations align with your interview results.

Areas of Improvement: (These are practices you should start doing)

- It would be great if you can also mention how the interviewees will be selected. Will it be random? From what location? Will you select a specific number of current Iphone 11 Junior users versus a specific number of non-users, etc.?

Additional Comments:

Overall, excellent understanding of user interviews :) Very organized and well planned :)

Keep up the great work! And looking forward to receiving your next submission :)