

1.



## Activity introduction

*This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.*

This activity will help you apply your synthesis and critical thinking skills. In this activity, you'll pull out observations and trends from your research about the Gmail labels feature and turn them into patterns and themes.


After completing this activity, you'll have the opportunity to compare your work to a completed exemplar in the following course item.



## Step-by-step instructions


### Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [pattern identification template](#) .


OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Google UX Design Certificate - Pattern Identification \[Template\].DOCX File](#)

### Step 2: Identify your themes

At this point, you should have identified several themes in the activity

Create an affinity diagram for your Gmail labels feature project . For example, suppose you notice that four out of five participants have difficulty finding the three dots for the sub-menu. In this case, you might identify the theme of the three dots sub-menu being challenging to find.

1. It was observed that 4 out of 5 participants had trouble finding the 3 dot sub-menu. This means that the 3 dot sub-menu is difficult to find for almost all users.

The themes you distill from your research don't need to be jargon-heavy or academic. These three suggestions will keep your themes grounded in the data and accessible to those reading them:

Keep your themes simple, direct, and easy to understand.

Limit themes to just one idea.

Remove opinions from the process and ensure that your themes are based on objective observations you made.

### Step 3: Move your themes from the affinity map to the pattern identification template

Following the pattern identification template, convert your themes from your affinity map onto the template. When you're finished, all of your major themes should be listed in the template.

### Step 4: Reflect on the completion of this activity

Be sure you've addressed the following criteria in your completed deliverable:

You've discovered at least five patterns in your data.

You've determined the accompanying themes for those patterns.