




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


Learn more about analyzing and synthesizing usability study results

Congratulations on successfully conducting a usability study to gather feedback about your design project! Now, it's time for you to gather, organize, and synthesize your research results, so that you can come up with insights that'll help you improve the product.

As you might remember from an earlier course in the certificate program, in just four steps, you can turn the observations from research into actionable insights:

- Gather the data in one place
- Organize the data
- Find themes
- Come up with insights

If you'd like to learn more, revisit some materials from earlier in the certificate program. First, review this video about [turning observations into insights](#)  to recall the four steps at a high level. Then, check out videos that describe each of the steps in detail:

- [Gather the data in one place and organize the data](#)  with affinity diagrams. You can also check out the reading that follows the video, which dives deep into [creating affinity diagrams](#)  to organize data.
- [Find patterns and themes](#)  in research data.
- Come up with insights, keeping these [qualities of strong insights](#)  in mind.

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