1.

Activity introduction

You recently completed a usability study to test out your high-fidelity prototype designs for your portfolio project. This activity will help you apply research synthesis skills and take the feedback from the usability study and generate actionable design tasks. 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: Review your notes

Open the note-taking spreadsheet that you used during the usability study to record your observations about the participants. You'll organize the responses in the next few steps. You should have completed the activity

Conduct a usability study for your portfolio project ↗. Use the data from that spreadsheet to create your affinity map in the next step.

Step 2: Synthesize research findings via affinity mapping
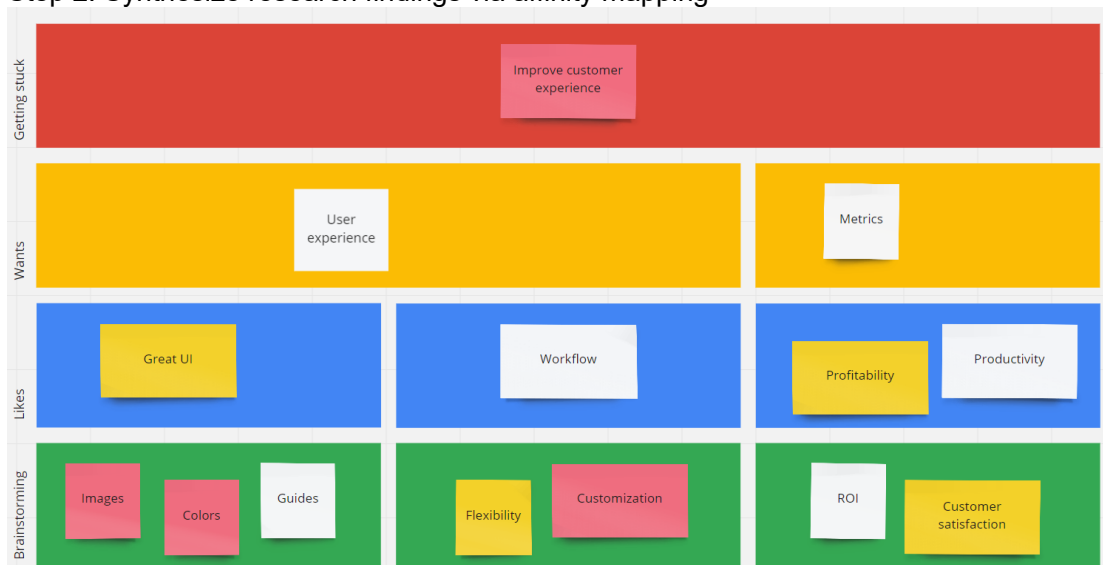
Now that you have your notes available, it's time to convert them into individual sticky notes on an affinity map. Affinity mapping is a great way to organize and visualize data so it can be studied and grouped together.

You can use a whiteboard and sticky notes to create your affinity map, or use a digital resource such as Jamboard ↗, Miro ↗, or Note.ly ↗ to do it digitally. Jamboard provides a lot of ways you can create maps and diagrams. Plus, it's totally free to use!

Convert each one of your notes, observations, and quotes from the note-taking spreadsheet template onto individual sticky notes and add them all to the board.

At the end of the day, it doesn't matter what medium you use so long as you are able to sort your data in a meaningful way. Keep your sticky notes brief but specific.

Step 3: Sort sticky notes by similarity

Now that you have all your observations converted into sticky notes, you can begin to move them around and group them. There is no specific method to follow in this process, but at its most basic level, you are searching for similarities. It is helpful to:

Label large groups

Search for smaller sets in larger groups

Take a break if you feel stuck

When you're done with your grouped affinity diagram, take a screenshot and save it as a PDF.

Step 4: Identify themes in the data

Begin identifying themes in the groupings you made for your affinity map in Step 3. As you identify themes, remember to:

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.

Once you've identified your themes, add them to the template below.

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

Link to template: <u>pattern identification template</u> ↗.

OR

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

📎 <u>Google UX Design Certificate - Pattern Identification [Template] (1)</u>
<u>DOCX File</u>

Step 5: Expand themes into insights

Now you can start to decide on actionable design tasks based on each theme. Five important points that strong insights should have are that:

They are grounded in real data

They answer the research questions

They are easy to understand

They increase empathy for the user experience

They inspire direct action

Take the time to develop at least three insights based on your research. Then, add the insights to the template below.

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

Link to template: <u>insight identification template</u> ↗.

OR

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

📎 <u>Google UX Design Certificate - Insight Identification [Template]</u>
<u>DOCX File</u>

You now have actionable insights for your project. It is time to decide what changes to make to your design.

Step 6: Prioritize research insights from the most urgent to the least urgent

Now that you've done your affinity mapping, identified themes, and expanded your themes into insights, you should come up with some actionable design tasks. To get started, use the insight identification template for the portfolio project you created. You should have at least three insights to work with. You will be organizing these insights from most urgent to least urgent to determine which updates to make to your design. You can label your insights as Priority 0 (P0), Priority 1 (P1), or Priority 2 (P2).

Issues that must be fixed for your product to work are considered P0. For example, were there any parts of the user flow that prevented the user from completing their task? A roadblock this significant would be considered a P0. Make sure to also determine if any part of your project was inaccessible or difficult to access for a user. Accessibility issues generally rank as P0.

Now that you have identified your most urgent insights to take action on, you will likely have some other insights that did not quite fit the description for a P0. A P1 insight would include anything that does not prevent the user from accomplishing their primary task, but would likely improve the user's overall experience. And finally, P2 is an insight that would make the most sense to address after all the P0 and P1 insights have been accounted for. These insights might even make more sense to address in another phase of the project.

Step 7: Compile prioritized insights

In a separate document, record your prioritized insights.

To use the template for Prioritize Insight Template click the link below and select "Use Template."

Link to template: prioritized insight template⬀

OR

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

🖉 UX Design Certificate - Prioritized Insights [Template]
DOCX File

Add your P0, P1, and P2 items in the sections provided in this template. Please note, this template has room for more insights in each category than are required; make edits to your copy to suit your needs.

Step 8: Note actionable steps

Using your prioritized insights, now note at least 1-2 specific actionable steps you can take to refine your design.

Step 9: Add to your case study

After you synthesize your research and identify actionable insights, you're ready to add information about the second usability study you conducted to your portfolio case study slide deck!

If you need access to the template for the case study slide deck introduced at the beginning of Course 2⬀, click the link below and select "Use Template."

Link to template: Case study slide deck template⬀.

OR

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

🖉 Google UX Design Certificate - Case study slide deck [Template]
PPTX File

Here's an example of the completed slide #15 for Zia's Pizza:

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to order pizza quickly
2. Users want more customization options
3. Users want a delivery option

Round 2 findings

1. The checkout process has too many unnecessary steps
2. "Build your own" functionality is confusing

Google