Optional - Revisit planning and conducting usability studies

Your prototype for your responsive website is now ready for testing with real users! At this point in the design process, you're looking to get feedback on the visual design of your website, like the type, colors, and icons, as well as the interactive elements of your designs, like button states and animations.

You planned and conducted a usability study earlier in this course for your low-fidelity prototype, and if you've been taking the courses of this certificate program in order, you also planned and conducted usability studies in earlier courses. You should know what to do!

If you'd like a refresher, you can review these resources about **planning a UX research study**. Watch this video to get to know the seven elements of a research plan ↗ at a high level. Then, check out the following videos that dive into each of the seven elements, and build your own research plan as you go:

- Project background, research goals, research questions ↗.

- Key Performance Indicators (KPIs) ↗.

- Methodology ↗.

- Participants ↗.

- Script ↗.

You can also use the template for a UX research plan.

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

Link to template: UX Research Study - Plan [Template] ↗.

OR

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

📎 **Google UX Design Certificate - UX Research Study Plan [Template]**
DOCX File

There is an optional activity coming up that will help you complete your research plan. You can either work on your research plan now by following along with this reading, or complete it later during the optional activity. If you're going to work on the research plan right now, make a copy of the UX research plan template document or print it out. That way, you can fill in each section of the plan as you watch the videos listed above. Otherwise, you can skip this step for now and work on it during the activity.

If you need some reminders about **conducting a usability study**, you can check out these resources from earlier in the certificate program:

- This video explores best practices for starting a usability study ↗.

- This video explores best practices for communication during a usability study ↗, such as asking open-ended questions, asking follow up questions, and summarizing participant responses for confirmation.

- This reading will help you learn more about usability study best practices ↗, including helping participants get comfortable, putting people first, filling out necessary paperwork, communicating clearly, and asking the right questions as the researcher.

- During usability studies, taking notes is key. Check out this video that introduces note-taking methods that are commonly used during usability studies ↗, and this video that dives deep into using a spreadsheet to take notes ↗. You might also want to utilize the template for spreadsheet note-taking, which contains an empty tab that you can copy for your own study and a completed tab to serve as an example.

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

Link to template: **note taking spreadsheet template** ↗

OR

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

📎 **Google UX Design Certificate - Note taking spreadsheet [Template]**
XLSX File

Good luck testing and iterating on your designs!

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