







Design mockups

Build a high-fidelity prototype

Optional - Test a high-fidelity prototype

-  **Video:** Plan and conduct a usability study for a hi-fi prototype
4 min
-  **Reading:** Learn more about usability studies
20 min
-  **Practice Quiz:** Activity: Plan a usability study
1 question
-  **Practice Quiz:** Activity: Conduct a usability study
1 question
-  **Practice Quiz:** Activity: Synthesize research and modify designs
1 question
-  **Discussion Prompt:** Share learnings from your usability study
10 min

Week 3 review


Learn more about usability studies






Your high-fidelity prototype for the dedicated mobile app portion of your final project is now ready for testing with real users! You should aim to get feedback about the visual design of your mobile app, like the type, colors, and icons, as well as the interactive elements, like button states and animations.

For the purposes of this course, planning and conducting this usability study are optional. But in the real world, you would definitely conduct research on your high-fidelity designs before finalizing them. Why? Well, testing and iterating are hugely important parts of the UX design process. The only way you can continue to improve your designs is to get lots of feedback.

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’re basically a professional at this point! If you need more guidance or a refresh of what to do, check out the resources listed below from earlier courses in the certificate program.


Plan a usability study

If you’d like a refresher, 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 this template for a UX research plan. Make a copy of this document or print it out, so that you can fill in each section of the plan as you watch the videos listed above.

To use the 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

Conduct a usability study

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 this 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, 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

Analyze and synthesize research study results

Once you have a ton of feedback from research participants, you’ll need to gather, organize, and synthesize the research results to come up with strong insights that’ll help you improve your product. 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, 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.

Good luck conducting a usability study to gather feedback about your high-fidelity designs. You've got this!

Mark as completed

