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Activity introduction

You recently completed a usability study to test your high-fidelity prototype. Now, it's time to organize the data and uncover insights from it.

This activity will help you analyze and synthesize your data to uncover insights. You'll then use the insights to make changes to your design. An insight is an observation that helps you understand the user and their needs from a new perspective. Insights help explain what data means and what to do with it.

You need to complete a usability study for your prototype before beginning this activity. If you haven't done one yet, go back and do it now. To do this, revisit the activity on [conducting a usability study](#).



Step-by-step instructions

Step 1: Gather your notes

Open the note-taking spreadsheet you used to record your observations during the usability study. You'll sort the responses you recorded in the next steps of this activity. If you took notes anywhere else, gather those so all of your data is in one place.

If you didn't use the note-taking spreadsheet to organize your notes in the previous activity, take a moment to add them to one before proceeding to the next step.

To use this 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](#)

Step 2: Identify themes in the data

Now that you've organized your notes, it's time to categorize them into themes. A theme is a pattern that is common across participants.

In this step, you'll create an affinity diagram and use it to sort the data into themes of your choosing. You can use physical sticky notes to create your affinity diagram, or use digital resources like [Jamboard](#), [Miro](#) and [Note.ly](#). To review affinity diagrams, visit the reading on [learning more about analyzing and synthesizing research results](#). Ask yourself two important questions while identifying themes:

What common patterns stand out in the data I collected?

What do the patterns tell me about my product's design?

Using the tool or medium that works for you, write down the themes you chose on the cards in front of you. Once you have all of your themes labeled, add each data point under the corresponding theme.

When you're finished, all of your data should be sorted into themes on your affinity diagram. If you finish sorting your cards and you want to move some of them to different themes, that's okay. You don't have to commit to putting a card under a certain theme if another theme feels like it matches better. Sometimes it's easier to see patterns after your initial round of sorting. Once you're finished with your final affinity diagram arrangement, you're ready to start identifying insights from the cards.

Step 3: Synthesize the themes into insights

Next, it's time to come up with insights based on the themes you identified. To recap, an insight is an observation that helps you understand the user or their needs from a new perspective. Strong insights answer the research questions in your research plan. The insights you identify will help you make changes to your design that improve the user experience. To review the process of identifying insights, visit the video that discusses how to [analyze and synthesize research results](#).

Analyze the themes you chose, and the data that you grouped with the themes. What did you learn from them? What answers or questions did they bring up?

On a piece of paper or a digital document, write down a list of insights that you uncovered while studying your themes. You should be able to generate at least one meaningful insight that will help you improve your design so that it meets the needs of your users. Write down as many as you can identify.

Think about how these insights can be applied to your design, because in the next steps you'll make changes to your prototype based on them.

Step 4: Open your prototype project file

Open your high-fidelity prototype in the UX software of your choice. We recommend using Adobe XD or Figma to work on this project, but anything you are comfortable with is okay. Once in the program, open the file containing your prototype.

If you don't have a hi-fi prototype for your project yet, you need to go back and make one before beginning this activity. You can find instructions for creating a high-fidelity prototype in the activity called [build a high-fidelity prototype of a mobile app](#).

Step 5: Use your insights to update your prototype

Edit your prototype using your list of insights as a guide. Look at each insight that you wrote down, and identify how you can implement what you uncovered in your design. The better you address the things that users felt were missing, the more complete and usable your design will be.

For a refresher on how to implement feedback from your insights, visit the video that discusses how to [iterate on designs based on research insights](#). If you want to go even further, you can also revisit the reading titled

[learn more about iterating on designs based on research insights](#).

Implement all of the feedback from your list of insights. When you're finished, you should have an updated prototype that accounts for all of the insights you identified in the previous step.

Step 6: Save your work

As you complete these activities, remember to:

- . Take photos of your progress and save them. This includes photos of sketches, notes, and affinity diagrams.
- . Save all of your work to your device, hard drive, or a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.