









Introduction to Course 4

-  **Video:** Introduction to Course 4: Conduct UX Research and Test Early Concepts
1 min
-  **Reading:** Welcome to Course 4
20 min
-  **Reading:** Optional - Read this if it's your first course in this certificate
20 min
-  **Practice Quiz:** Optional - Test your knowledge of prior concepts
16 questions
-  **Reading:** Optional - Interpret your quiz results
10 min
-  **Practice Quiz:** Optional - Submit your choice of portfolio project prompt
1 question
-  **Video:** Samar - Working as a self-taught UX Researcher
5 min
-  **Video:** Jason - My journey to UX
4 min

Understand the UX research process

- Build a UX research plan (part 1)
- Build a UX research plan (part 2)
- Respect user data and privacy
- Week 1 review

Optional - Read this if it’s your first course in this certificate

If this is your first course in the Google UX Design Certificate, welcome! This reading will provide you with the information you need to decide if you should continue in this course or begin with an earlier course of the program.

This is the **fourth of seven courses** in the certificate program. The content and projects in each course of the program build on information that was introduced in earlier courses. For the best learning experience, you should complete the previous three courses of this certificate program, before completing this fourth course.

- Course 1: [Foundations of User Experience \(UX\) Design](#)
- Course 2: [Start the UX Design Process: Empathize, Define, and Ideate](#)
- Course 3: [Build Wireframes and Low-Fidelity Prototypes](#)

Keep in mind that if you want to obtain the Google UX Design Certificate, you must complete all graded materials in all courses of the certificate program and earn a score of 80% or higher. Graded materials are located at the end of each week and are indicated with the name "weekly challenge."

Test your knowledge of concepts taught in prior courses

If you choose to enroll in this fourth course of the Google UX Design Certificate without completing the previous three courses, you should take the optional quiz that follows this reading. The quiz will test your knowledge of content that was taught during previous courses of the certificate program.

Following the quiz, there is a reading that will explain your quiz score. The reading will help you understand if you have the knowledge necessary to succeed in this course, or if you should complete earlier courses of the certificate program and work your way to this course.

Design a mobile app

In this course, you will test and iterate on low-fidelity designs for a mobile app. Learners who have been taking the courses of this certificate program in order selected a project prompt in the second course of the program and will continue to develop that design project in this course. However, if this is your first course of the program, you have two ways to select a project prompt: using a prompt generator or building from starter materials. More information on each option is below.

Choose a prompt using Sharpen

Sharpen is an online tool that creates randomized design prompts. Using a design prompt is a great way for up-and-coming designers, like you, to get started in the field. Why? Well, the prompt you select for the project in this course is similar in style to the prompts you'll be asked in real job interviews!

For this project in the Google UX Design Certificate, you can choose from a custom list of tens of thousands of unique prompts on Sharpen. Your first project will focus on designing a mobile app, and the prompt generator provides lots of ideas to choose from.

Check out the [Google UX Design Certificate - Project 1 prompt generator](#). You can **click the “New Challenge” button** to generate project prompts, and refresh the prompt as many times as you want to find one that gets your creative energy flowing! When you find a prompt that you like, take a screenshot or write it down, so that you can submit your choice of project prompt in an upcoming quiz.

If you already have an idea for a design project in mind, you will have the opportunity to work on the project of your choice in Course 7 of the certificate program. For this first project, please use a prompt from Sharpen to ensure your project has an appropriate scope and aligns with the course materials presented.

After you select a project prompt, you need to catch up with where learners in the certificate program are at in the design process. Since this is the fourth course of the certificate program, you have a lot of ground to cover! Before proceeding with this course, you need to:

- Empathize** with users: Conduct user interviews, develop personas, create user stories, and develop user journey maps.
- Define** user pain points: Create a problem statement.
- Come up with **ideas** for design solutions: Conduct a competitive audit, sketch ideas using Crazy Eights, and brainstorm using How Might We questions.
- Create **prototypes**: Design wireframes and a low-fidelity prototype using Figma.

If any of these activities or tools are unfamiliar to you, please complete the first three courses of the certificate program, which are linked at the start of this reading.

Build from starter materials

Alternatively, if you’d like to complete only this course of the certificate program, you can utilize prepared starter materials. The starter materials consist of designs that the Google team has created, in alignment with the activities from previous courses of the certificate program. In other words, you can complete this course based on example research and low-fidelity designs, if you don't want to create your own portfolio project. To get started, follow the link to the [Course 4 starter materials](#).

If you build your project in this course from the starter materials provided, you will not be able to include the designs in your professional portfolio. Utilizing the starter materials is helpful if you want to learn only the concepts taught in this course: planning a UX research study, conducting a usability study, analyzing and synthesizing research results, and iterating on low-fidelity designs.



No matter which way you decide to design a mobile app, we’re excited to have you join for this course. Go ahead and get started!

Mark as completed

