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## Activity introduction

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Presentations are a great way to share your insights and recommendations with other people in your organization. Giving a presentation is similar to telling a story. The information on each slide advances the story you are telling about your research and should include a beginning, middle, and conclusion. Keep in mind that best practice is to share your presentation digitally for your audience to review either before or after you present. Your presentation should be informative, usable, and engaging whether it's being delivered in-person or reviewed digitally!

In this activity, you're going to create a presentation for your portfolio project. You should follow the step-by-step instructions below to do so. Your presentation should be at least 12 slides and you should also compare your presentation to the example presentation for Zia's Pizza that we'll provide after you complete your activity.



## Step-by-step instructions

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### Step 1: Access the template

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

Link to template: [presentation template](#) 

OR

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



[Google UX Design Certificate - Create a Research Presentation - Zia's Pizza \[Template\]](#)  
[PPTX File](#)

Remember: the template is a simple framework for how to do a presentation. You can change colors and add Google Slides themes to give your presentation personality!

### Step 2: Create introduction slides

The introduction of your presentation will be the first two slides. It covers your presentation topic, who helped you create the presentation, and the presentation table of contents.

On the first slide, write your presentation title, date, and identify the team members who helped create it. If you're not sure what to title the presentation, it's okay to start with something simple like "Dog-Walking Usability Study" or "Zia's Pizza App Usability Study." Base your presentation title on your Sharpen design prompt. Here's an example:

Company Name / Logo

# Dog Walking App Usability Study

December 2020

Team

UXR: Jason

PM: Rita

UXD: Chris

ENG: Aliyah

On the next slide, create a table of contents. This is a one-slide list that will give your audience a high-level overview of what to expect during the presentation. Here's an example:

## Table of Contents

**Section 1** Study Details

**Section 2** Themes

**Section 3** Insights & Recommendations

**Step 3: Create the project background slide**

To write your project background slide, pull up the Sharpen design project research plan that you made earlier in the course. Use it to inform what you write in this section.

The project background explains what led you to conduct this research. It also covers why the insights were needed and what impact they'll have on decisions being made. In short, the project background is a high-level overview that explains *why* you did this project and what its purpose is.

This example of project background text is from a presentation on a dog walking app:

## Project Background

We're creating a new app to help people find and schedule dog walkers. We need to find out if the main user experience, finding and scheduling a dog walker, is easy for users to complete.

### Step 4: Write the two study detail slides

Next up, study details. Refer to your research plan again to complete this slide. The study details section should include information about the study you did to answer your research questions. This section will concisely summarize your key information and should include:

Your research questions.

Demographic information about your participants. This could be age, gender expression, users with impairments, region, and more. You can include anything that may be relevant to the project background. An example of your designs, for example, a screenshot of the product or feature about which participants provided feedback.

Numeric data with defined metrics. This data is important because it lends credibility to your study.

Here's an example of a study details slide for a dog walking app:

## Study Details

### Research Questions

How long does it take a user to find and book a dog walker in the app?

What can we learn from the user flow, or the steps that users take, to book a dog walker?

### Participants

5 participants

2 males, 2 females, and 1 non-binary individual between the ages of 20-60

### Methodology

10 minutes per participant

United States, remote

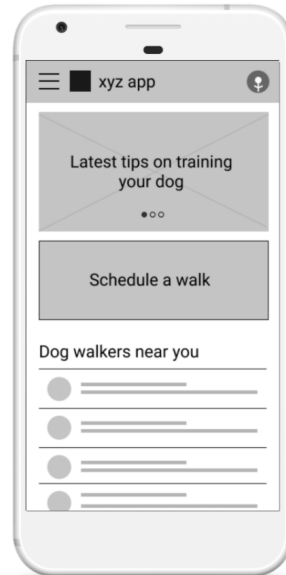
Unmoderated usability study

Users were asked to perform tasks in a low-fidelity prototype

And here's an example of a prototype image slide:

## Prototype / Designs Tested

Show a screenshot and include a link to the prototype (if applicable)



If you include images in your presentation, it's also important to add alt text descriptions so the images are accessible when stakeholders review the presentation on their own. Alt text is the text that explains an image when that image can't be viewed. It's essential for accessibility so screen readers can deliver the alt text to a person who is visually impaired.

This is how to add alt text to an image in Google Slides:

- . Right click on the image
- . Select Alt text from the menu
- . Enter a title and description for the image
- . Click OK

### Step 5: Describe research themes

The themes section is where you present the synthesis of your data. It's here that you summarize your study's key information. Each theme has a slide. You should list the theme at the top as the header and provide evidence to support that theme in bullets below.

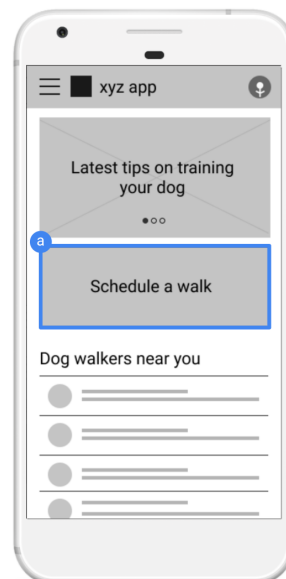
If you can, add quotes from participants that support the theme. A quote helps bring the theme to life in the words of someone experiencing the product firsthand. Add screenshots of the prototypes or products that test users had issues in order to highlight the problem.

Here's an example of a theme slide:

### Most participants want to book a dog walker on a regular basis

- 4 of the 5 participants want to be able to book a dog walker repeatedly
- Not all participants who wanted to book a dog walker on a regular basis expressed the same level of frustration

"I also would have liked a way to book a dog walker every Saturday morning. It seems like you can only book one appointment at a time for this. That's kind of annoying too."  
(Participant A)



### Step 6: Highlight your insights

Create a slide for the insights gained in your study. Using the template, populate each circle with a different insight. You will often have 3 to 5 strong insights, so we have spaces for 4 insights in this template.

This is an important place to be concise. Your research insights should be phrased simply and effectively, and the section below which explains them should never be more than two sentences. This is also a good place to put hyperlinks for more detailed information.

Here's an example:

Research insights

Insight	Brief description of insight
Unable to make a recurring booking	In general, users want to book a dog walker on a scheduled basis.
Payment system is difficult	According to this <a href="#">study</a> by Pew Research, users find it twice as difficult to resolve disputes and difficulties over mobile payments than other types, on all apps.
Point 3	Brief description of insight
Point 4	Brief description of insight

### Step 7: Present recommendations

Next, provide recommendations to your stakeholders. Recommendations are actions we think the stakeholders should take based on your study, and they're often based directly on insights. If insights highlight a problem, recommendations suggest the solution. This is also an important place to *be concise*—your recommendations should be simple to understand and easy to implement. It's also another good place to hyperlink relevant information.

Include at least 3 recommendations at the end of your Sharpen presentation. Here's what a simple recommendations slide might look like. Take this opportunity to rank the recommendations from most important to least important.

## Recommendations

- Make it possible to book a dog walker on a recurring basis. Younger users prefer to do this by app—according to a [study](#) by Wakefield research, 69 percent of millennials use technology to keep track of and engage with their pets.
- Recommendation 2
- Recommendation 3

### Step 8: Say “thank you!”

This slide is the last one in your presentation! It’s always nice to end with a thank you slide. This is a great place to acknowledge the people and organizations that assisted in this research. It shows your audience that you’re courteous and appreciative.

# Thank you!

### Step 9: Reflect on the completion of this activity

Review your presentation to make sure you followed these guidelines:

Include slides for each part of the presentation template: a title slide, a table of contents slide, a project background slide, study details slides, theme slides, an insights slide, a recommendations slide, and a thank you slide.

Provide a high-level overview to orient your viewers.

Summarize key information.

Be concise.

Define metrics and numeric data for your study.

Link to examples of more detailed information.

Include visual examples and add alt text to all images.

Describe specific recommendations and next steps.

Add some personality! This is just a basic response template—feel free to experiment with Google slide themes, fonts, and data arrangements.