Understand research sharing methods Activity Exemplar: Create a presentation for Video: Organize insights for sharing1 min your portfolio project research (p) Reading: Tips for creating a strong presentation 20 min Here's a completed exemplar of a presentation with an explanation of how the exemplar fulfills the expectations for the Video: Create a strong presentation 9 min (j) Ungraded Plugin: Present research findings
30 min Practice Quiz: Activity: Create a presentation for your portfolio project research
 1 question Here's an example of a presentation for Zia's Pizza, which is looking to develop an app. Reading: Activity Exemplar: Create a presentation for your portfolio project research
 10 min To see the completed exemplar for this course item, click the link below and select "Use Template." Link to exemplar: <u>Usability Study - Zia's Pizza</u> 🖸 Present research insights Change designs using new insights If you don't have a Google account, you can download the exemplar directly from the attachment below. Google UX Design Certificate - Usability Study - Zia's Pizza [Example]
PPTX File You can see the presentation by clicking this or viewing the images below. First, the introduction slides: Zia's Pizza App Usability Study UX Analysis Team April Appmaster Davis Developer Cameron Coder **Table of Contents** Section 1 Study Details Section 2 Themes Section 3 Insights & Recommendations Then, the study details: Study Details Project Background We're creating a Zia's Pizza app to attract and retain customers in our online system. We noticed that our competitors offer dedicated mobile apps for their customers to order through, and they have been very successful. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction. Study Details Participants Methodology 1. How long does it take for a user to select and order a pizza in the app?
2. Are users able to successfully order the pizza that they want?
3. What can we learn from the steps users took to order a pizza?
4. Are there any parts of the pizza ordering process where users are getting stuck?
5. Is the payment process easy for the customer?

7 participants

25-30 minutes

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Pa Prototype Tested The low-fidelity app prototype for Zia's Pizza was tested and can be viewed at this link. Add to order Pizzas you might like Build your own Next, is the themes: Themes People want to order pizza quickly 5 out of 7 total participants said they wanted to order their pizza in under five minutes Build Your Own Browse Pizzas 4 out of 7 total participants expressed a desire to save orders for easy re-ordering Profile People want customization options Build Your Own Zia's Pizza Supporting evidence from the usability study. 4 out of 7 total participants said they wanted the ability to choose crust and sauce in addition to toppings 3 of those participants noted that they would like an option for gluten-free or low-calorie crust options. 10") Medium (12") Large People want a delivery option Supporting evidence from the usability study. 6 out of 7 total participants said they wanted an option for delivery in addition to pickup And finally, the insights and recommendations: Insights & Recommendations Research insights Recommendations Add a "save pizza" option in the user profile so users can reorder quickly. Add a way for users to customize their sauce and crust so they have expanded options for their dietary needs and preferences. Add a delivery option in the checkout process so users can order from the comfort of their home. Thank you! Assessment of exemplar In our Zia's Pizza App Usability presentation, we: 1. Include slides for each part of the presentation template: a title slide, a table of contents slide, a project $background\ slide, study\ details\ slides, theme\ slides, an insights\ slide, a\ recommendations\ slide, and\ a\ thank\ you$ 2. Provide a high-level overview of the study and its purpose to orient viewers in the introduction. $3. \ \ Summarize \ key information \ in \ the \ study \ details \ section, including \ research \ questions, participant \ demographics,$ study location, and study type. 4. Include visual examples and a link to view the Zia's Pizza app prototype. 5. Provide detailed information and visuals in the Themes, Research insights, and Recommendations slides. implement. We aimed for under two sentences for both insights and recommendations.

7. Include specific recommendations for next steps.

listed here to evaluate the exemplar.

Mark as completed

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Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criterian properties of the criteria

What did you do well? Where can you improve? Take these insights with you as you continue to progress through the

Week 4 review