1.

Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

This activity will help you understand how to start creating a UX research study plan that will outline how you'll test your CoffeeHouse designs. A UX research study is a step-by-step examination of a group of users and their needs. Research studies help designers gain an understanding of the users' problems so they can solve them. Creating a plan for a UX research study will help you make sure you get successful research results.

The first step to create a UX research study plan is to write an introduction for the study. A good introduction has six main elements:

Title: The focus of your study.

Author: Include your full name, job title, and email address on one line.

Stakeholders: Add stakeholder names and roles.

Date: The date that the plan was last updated. Remember to update the date every time you edit the plan, so you know whether the plan is current or if it needs to be updated.

Project background: A brief explanation of why you're doing this research. It gets the team on the same page at the beginning of the study, shows you understand the reason for this research, and promotes confidence in the overall quality of your analysis and insights to people who can act on your recommendations.

Research goals: The specific ideas you want to learn from the research, or what you would like the outcomes of the research to be. What design problems are you trying to solve for the user and/or the business? And how will the results of the research impact our design decisions?

The second step in creating a UX research study plan is to write the primary research questions. These questions are different from the actual questions you'll ask study participants. Instead, primary research questions explain what your UX research is trying to answer. There are a few best practices to keep in mind when writing research questions:

Research questions should be actionable. You should be able to identify a clear way to answer the question, and you should know when you've found the answer you're looking for.

They should be specific and not too broad. You want to answer specific questions and produce meaningful data.

They should be neutrally phrased and not leading. Questions should be phrased so that they don't sound like you're assuming a particular answer to the question.

They express whether your research method should be quantitative or qualitative.

In this activity, you'll begin the UX research study plan to test the low-fidelity prototype you created for the CoffeeHouse app earlier in the program in the activity

<u>Practice creating a low-fidelity prototype in Figma.</u> ↗

To view the CoffeeHouse business scenario for this course item, click the link below and select "Use Template."

Link to scenario: <u>CoffeeHouse business scenario</u> ↗

OR

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

<u>Google UX Design Certificate - CoffeeHouse Business Scenario</u>
<u>DOCX File</u>

You'll write the introduction and 3–5 primary research questions. After completing this activity, you'll have the opportunity to compare your work to a completed example in the following course item.

Step-by-step instructions

Step 1: Access the UX research study plan template

To use the template for this course item, 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

Step 2: Write your plan introduction
Create an introduction for your UX research study plan using the template. An introduction should include six key elements:
Title

Author

Stakeholders

Date

Project background

Research goals

As you create your introduction, you can refer to this example from the dog walking app research plan:
Dog walking app—UX research study example: Introduction

Title: Usability of dog walking app

Author: Elena Ramos, UX researcher, Google

Stakeholders: Chowdown, dog treat company and group of investors.

Date: 10/6/2020

Project background: We're creating a new app to help people find and schedule dog walkers. Before launching, we need to figure out if finding and scheduling a dog walker is easy for users to do. We'd like to understand what specific challenges our users might face in the ordering, payment, and connection process, and how we can help them fix those challenges.
Research goal: Figure out if users can complete the core tasks within the app.

Step 3: Write your primary research questions
Create 3–5 primary research questions using the template. Primary research questions should be:
Actionable

Specific

Neutral and not leading

Quantitative or qualitative

Here are some example primary research questions for the dog walking app that you can use as reference:
. How long does it take for a user to find and book a dog walker in the app?

. What can we learn from the steps that users take to book a dog walker?

. Are there any parts where users are getting stuck?