

Introduction to Course 7

- Video:** Introduction to Course 7: Design a User Experience for Social Good and Prepare for Jobs
2 min
- Reading:** Welcome to Course 7
20 min
- Reading:** Design for social good
20 min
- Video:** Case study: Nest Hub Max
5 min
- Reading:** Introduction to third portfolio project
20 min
- Ungraded Plugin:** Choose your third portfolio project prompt
10 min
- Practice Quiz:** Submit your third portfolio project prompt
1 question
- Video:** Paolo - My journey to UX
4 min
- Discussion Prompt:** Create Your Profile on the Coursera Job Platform
10 min
- Ungraded Plugin:** Design for social good
30 min

Design across devices

Start the UX design process: Empathize

Continue the UX design process: Empathize

Continue the UX design process: Define

Continue the UX design process: Ideate

Week 1 review

Welcome to Course 7



Welcome to Design a User Experience for Social Good and Prepare for Jobs, the seventh of seven courses in the Google UX Design Certificate. A huge congratulations on making it to the final course of the program! You are so close to earning your official certificate and connecting with employers.

In this course, you will **design a dedicated mobile app and a complementary responsive website focused on driving social good**. You will showcase all that you've learned during the certificate program to complete the design process from beginning to end: empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback. By the end of this course, you will have a new cross-platform design project to include in your professional UX portfolio, which is a type of project that recruiters and hiring managers often look for.

This course will also **prepare you to land your first job as a UX designer**. You'll learn how to interview for entry-level UX design positions. You'll get tips from designers at Google based on their own interview experiences and their unique perspectives as hiring managers. Finally, you'll polish the professional UX portfolio you've been building throughout the program, so that you're ready for job applications.

Content and projects in each course of this certificate program build on information practiced in earlier courses. To be successful in this course, you need to complete the previous six courses of this certificate program, if you haven't already done so.



- 1. [Foundations of User Experience \(UX\) Design](#)
- 2. [Start the UX Design Process: Empathize, Define, Ideate](#)
- 3. [Build Wireframes and Low-Fidelity Prototypes](#)
- 4. [Conduct UX Research and Test Early Concepts](#)
- 5. [Create High-Fidelity Designs and Prototypes in Figma](#)
- 6. [Responsive Web Design in Adobe XD](#)
- 7. **Design a User Experience for Social Good & Prepare for Jobs - this course**

Each course of the Google UX Design Certificate is broken into weeks. You can complete courses at your own pace, but the weekly breakdowns are designed to help you finish the program in about six months total.

So, what will you learn during this final course of the certificate program? Check out this quick preview of what's to come.

Week 1 - Starting the UX design process: empathize, define, ideate. You will design a dedicated mobile app and a responsive website focused on social good that showcases everything you've learned in the program. To get started, you'll learn about designing across devices by exploring progressive enhancement and graceful degradation approaches, as well as the 4Cs. With all of this new knowledge, you'll begin your portfolio project. You'll start with the empathize phase, where you'll create personas, user stories, and user journey maps. Then, you'll move on to the define phase, where you'll identify the user need your project will focus on and build a problem statement. Finally, you'll make your way into the ideate phase, where you'll conduct a competitive audit and come up with ideas for your dedicated mobile app design through sketching.

Week 2 - Creating wireframes and low-fidelity prototypes. You'll take everything you've learned about the user problem you're trying to solve and come up with a basic version of your dedicated mobile app. You'll start by creating paper wireframes to come up with lots of ideas. You'll take the best parts of your paper wireframes and create digital wireframes in Figma or Adobe XD (the choice is yours!). Next, you'll turn your digital wireframes into a low-fidelity prototype. Then, you'll plan and conduct a usability study to get feedback about your low-fidelity prototype, and you'll make changes to your designs based on insights from your research.

Week 3 - Creating mockups and high-fidelity prototypes. You will create mockups for your dedicated mobile app that incorporate visual design elements and principles. Along the way, you'll save elements and components in your design system, which you'll be able to reuse when you design a responsive website in the next part of the course. Then, you'll turn your mockups into a high-fidelity prototype. Finally, you'll have the option to plan and conduct a usability study to gather feedback about your high-fidelity prototype. By the end of this part of the course, your dedicated mobile app designs will be complete, and you will be more than halfway done with your portfolio project.

Week 4 - Designing a complementary responsive website. With completed designs for your dedicated mobile app, you'll take what you learned about your product and users and apply that to design a responsive website to drive social good. To begin, you'll learn how to design for different experiences and screen sizes. Next, you'll review the importance of information architecture and create a sitemap for your website. You'll also sketch lots of ideas and potential layouts for your website. You'll create wireframes on paper, digitally, or both for different sized screens. And you'll develop a low-fidelity prototype and test it through a usability study to improve your designs. Then, you'll move into high-fidelity designs where you'll create mockups for different sized screens of your responsive website. Finally, you'll create a high-fidelity prototype of your responsive website, and test it one more time. By the end of this part of the course, your cross-platform designs will be complete and added to your portfolio!

Week 5: Building a professional presence. As the digital world continues to expand, companies recognize that designing good user experiences is a necessity, which is why UX design is a high-growth and in-demand job field. The key to landing a UX design job is a strong portfolio that showcases your work. In this part of the course, you'll start to create a portfolio website and develop a professional presence in online design communities. You'll also begin to establish your personal brand and network with UX designers.

Week 6 - Finding a UX job. In the final part of the Google UX Design Certificate, you'll prepare to find a job as a new UX designer. You'll start by making adjustments to your portfolio to ensure it's ready to share in job applications. Next, you'll examine the UX design interview process and develop strategies to succeed in various types of interview: pre-interview research, an elevator pitch, a phone screen, a portfolio presentation, a whiteboard exercise, a take home design exercise, and more. Finally, you'll explore the world of freelancing by creating a business plan and learning how to land your first client.

Keep in mind that 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."

Good luck completing the final course of the Google UX Design Certificate!

Mark as completed

