Peer-graded Assignment: Weekly challenge 2: Conduct a usability study for your portfolio project

DeadlineJul 23, 11:59 PM +08

Ready for the assignment?
You will find instructions below to submit.

Instructions

My submission

This activity will help you apply your skills in facilitating a usability study and recording your observations. Conducting a usability study is key to understanding how users experience and perceive your design. The feedback you receive during a usability study helps you measure how well your product meets the needs of your users.

Discussions

In this activity, you will conduct a usability study for the portfolio project you've been working on throughout Course 1 and 2 of the certificate program. While study participants complete tasks, record your observations using the note-taking spreadsheet template.

You will also give and receive feedback from two peers, and this feedback will help guide you with improving your designs.

Review criteria

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For this activity, observe at least five friends or family members as they review the low-fidelity prototype you made on Figma for your design project. As your participants complete your usability study, you will record your observations using the note-taking spreadsheet template provided below. Your observations should carefully summarize your participants' behaviors, questions, and feedback as they interact with your design.

Your completed note-taking spreadsheet template will be assessed out of eleven points using the following criteria:

5 points: You observed five participants. (1 point per participant)

5 points: You properly recorded your observations in the note-taking spreadsheet template. (1 point per participant)

1 point: Your observations carefully summarize participant behaviors, challenges, and feedback.

Additional considerations:

Weigh the benefits and limitations of **moderated** versus **unmoderated** usability studies and determine which type of study works best for your research plan.

Step-By-Step Assignment Instructions

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Step-By-Step Instructions

Step 1: Access the note-taking spreadsheet template

To use the template for this course item, click the link below and select "Use Template."
Link to template: **note-taking spreadsheet template**↗
OR
If you don't have a Google account, you can download the template directly from the attachment below.

📎 Google UX Design Certificate - Usability study note-taking spreadsheet [template]
 XLSX File

Step 2: Confirm tasks participants will complete during the study
In another activity, you created a research plan for your portfolio project↗.
In that activity, you indicated how you intended to recruit participants and outlined a sample script for your session, complete with tasks for participants to complete. You were instructed to save this sample research plan for later access.
Using the script in your research plan, determine whether the tasks are best completed as part of a moderated or an unmoderated usability study. You may have already completed this step when you created the research plan. Confirm that the tasks in your script are the ones you are going to use for the study. If you need to make any changes to your task list, do so now.

Step 3: Prepare your spreadsheet template for note-taking
Set up your spreadsheet by making sure you have the same number of tabs at the bottom of the spreadsheet as you do participants in the study. Then, make sure you:
Add the list of tasks from your script to Column A for each participant's tab on the spreadsheet.

Leave additional rows at the bottom for unanticipated observations and suggestions from your test participants.

Step 4: Interview at least five test participants
Choose five friends or family members to test your low-fidelity prototype with. They will be your test participants. Once selected, add each participant's name to the blue cells in Row 1, Column A on each tab of the spreadsheet. Then, provide your test users with access to the Figma prototype that you created during the prototyping activity in Course 3 when you converted digital wireframes into a low-fidelity prototype. You were instructed to save that prototype for later access.
Step 5: Record your observations
It's time to conduct the test! Be sure to carefully observe your test participants' click paths, behaviors, pain points, and the quotes they share. If a tester has questions about how your prototype functions, do not answer them until after the interview is complete. Watching the test user explore the app to find the answer can provide you with even more insights. Listen and watch facial expressions for confusion, frustration, positive tone, and other reactions.
As you observe the testing, complete the note-taking spreadsheet according to the guidelines you learned from previous note-taking exercises. This includes recording:
The click path, or sequence of actions, a participant follows for each task. Record this in **Column B**.
Observations about participant behaviors, feelings, and sticking points for each task. Record this in **Column C**.
Direct quotes from the participant that highlight parts of their experience for each task. Record this in **Column D**.
How easy or difficult you thought it was for the participant to complete each task. Record this in **Column E**.

Lastly, the template leaves open several extra rows where you can add any noteworthy additional observations made during the study.

When complete, submit your note-taking spreadsheet for peer review by clicking on the blue "Share" button in the upper-right corner of your template and changing the sharing settings to give other learners access to view the assignment. Then, in the space below the sharing settings where it says "Get link", click the button that says "Copy link". The link will be copied to your device and can be shared by pressing "Paste" or using the keyboard shortcut for pasting a copied item. Then you'll share this link through the My Submission tab at the top of the page.

After submitting your assignment, make sure to give feedback to at least two peers.

Example Submissions

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Exemplar

To see the completed exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: **Gmail labels exemplar**⬀

OR

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

📎 Google UX Design Certificate - Gmail labels usability study exemplar
XLSX File

	A	B	C	D	E
1	**Participant's Name: Jordan**				
2	**Task**	**Click Path**	**Observations**	**Quotes**	**Task Completion**
3	Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** - easy to complete **2** - completed but with difficulty **3** - not completed
4	Prompt 1: If I said "Let's set up Gmail labels for your email inbox," what do you think you might use this feature for?	N/A	- Participant didn't understand the appeal of labels - Participant felt too overwhelmed by the number of emails in their inbox to know where to begin	"I don't really know if I see how helpful this would be." "My inbox is so full of emails I'm not sure how this would make it more organized."	N/A
5	Prompt 2: Let's open Gmail in a web browser on a desktop computer. Now try to create a new label called "Shopping." How would you go about doing that?	Open inbox > Scroll sidebar > New browser tab > Navigate to Google search > Search "How to create a Gmail label" > Open help article > Navigate to inbox > Scroll sidebar > Select "Create new label" > Enter label name > Select "Create"	- Participant didn't know where to find labels - Participant scanned inbox and scrolling sidebar but couldn't find labels - Participant expressed frustration at not being able to find labels - Participant quickly gave up searching their inbox and went to the internet for help - Participant went through many steps to accomplish their goal - Participant said they understood the value of the feature once they were able to find it	"Ugh, this is honestly super confusing, I don't even know where this would be." "Okay, honestly, I'm going to give up and Google it. This is so confusing." "It's confusing to me why Gmail has this feature, and then hides it." "Now that I'm able to find this feature, I can see how you might use labels sort of like a folder. Maybe they should rename it 'Folders'."	2
6	Prompt 3: Let's say you now wanted to change the color of the "Shopping" label to your favorite color. How would you do that?	Open inbox > Scroll sidebar > Select "shopping" label > Navigate to inbox > Select ellipsis next to "shopping" label > Select preferred label color	- Participant didn't know where to find label settings at first - Participant used trial and error to reach label settings color menu - Once the participant was in the menu it was clear how to change the color of the label	"This is confusing because I just clicked on the color of the label, but it just goes to the emails. There isn't any way to change the label's color. Let me go back..." "This was just pretty challenging altogether. Normally, you'd think to change the color right where you'd click on it. Instead I had to hover and find these secret dots. Not ideal, but I'd eventually find it."	2

Note: This exemplar demonstrates notes from only one out of five participants. For your work, you should have a note-taking spreadsheet with five completed tabs representing the five participants you chose to take part in this usability study.

This usability study is essential for understanding how real users experience and perceive your design. Consider how the feedback you receive here helps you measure how well your product meets your users' needs!