

1.
Now that you've learned about some of the main characteristics of good UX design, it's time to put that knowledge into practice! In this activity, you'll be presented with images of a pizza ordering app on a mobile phone. You'll evaluate the app based on four criteria of good UX design—usable, equitable, enjoyable, and useful—that you learned about in the [Characteristics of a good user experience](#) reading.

As you make your way through each course, you'll have the opportunity to practice what you've learned by completing self-review activities like this one. Self-review activities start with step-by-step directions describing the assignment, which you'll then complete. After you complete a self-review activity, you'll check your work by comparing it to a completed example, which is also known as an exemplar. Each exemplar will be provided in the course item following a self-review activity.

Note: As this is a self-review activity, you do NOT need to submit a document to proceed to the exemplar.



Step-by-step instructions

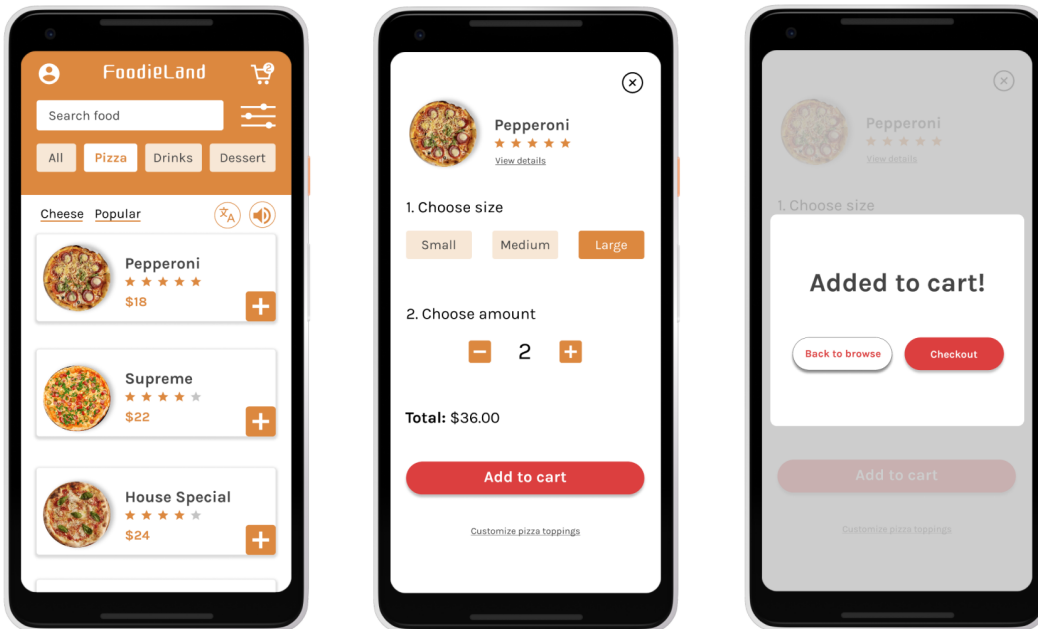
Follow the steps below to evaluate the user experience (UX) of the mobile app for a fictional pizza business: FoodieLand.

Step 1: Review the FoodieLand images below


Review the selection of screens for the FoodieLand app below. As you analyze each image, pay attention to which aspects of the app contribute to a good user experience. You'll then record your observations using a template provided in Step 2.

For example, one aspect of FoodieLand that demonstrates useful design is a filter feature that allows users to narrow down their search. This is useful because it helps users easily select a specific type of pizza to order.

FoodieLand images:



You can also view each FoodieLand screen in the PDF provided below.


 [Identify good user experience_FoodieLand.pdf](#)
PDF File

Step 2: Access the template

Now that you've had a chance to look over the FoodieLand screens, use the template below to identify and explain:


- . At least one aspect of the app that demonstrates how the design is usable.
- . At least one aspect of the app that demonstrates how the design is equitable.
- . At least one aspect of the app that demonstrates how the design is enjoyable.
- . At least one aspect of the app that demonstrates how the design is useful.

To use the template for this course item, click the link below.

Link to template: [identify_good UX design](#) .

OR

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

 [Google UX Design Certificate - Identify Good UX Design \[Template\]](#)
[DOCX File](#)

Step 3: Respond to the prompts in the template

Using the template from Step 2, fill in the table attached to each prompt. Remember that to evaluate the app's overall UX, you'll identify if the app's design is:

usable—the design, structure, and purpose of the product are clear and easy to use

equitable—the designs are helpful and marketable to people with diverse abilities and backgrounds

enjoyable—the design delights the user and fosters a positive connection with them by addressing user thoughts and feelings

useful—the design solves user problems

Be sure to explain your reasoning for each of the evaluation criteria in the space provided.

Step 4: Reflect on the completion of this activity

Reflect on the following criteria as you review your responses in the template.

- . Did you identify and explain at least one aspect of the app that is usable?
- . Did you identify and explain at least one aspect of the app that is equitable?
- . Did you identify and explain at least one aspect of the app that is enjoyable?
- . Did you identify and explain at least one aspect of the app that is useful?