

Make insights from observations

Gather, organize, and reflect on data

Find patterns and themes in data

- Video:** Patterns and themes in research data
3 min
- Practice Quiz:** Practice Activity: Identify patterns and themes for the Gmail labels feature project
1 question
- Reading:** Activity Exemplar: Identify patterns and themes for the Gmail labels feature project
10 min
- Video:** Qualities of strong insights
3 min
- Practice Quiz:** Test your knowledge on strong insights
4 questions
- Practice Quiz:** Practice Activity: Form insights from data for the Gmail labels feature project
1 question
- Reading:** Activity Exemplar: Form insights from data for the Gmail labels feature project
10 min
- Discussion Prompt:** Share your insights
10 min
- Video:** Utkarsh - Develop insights from usability studies
2 min

Week 3 review

Activity Exemplar: Form insights from data for the Gmail labels feature project

Here is a completed exemplar. Note that the insights are actionable and based on the data gathered in earlier research.



Exemplar

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

Link to exemplar: [Insight Identification - Gmail Labels](#)

OR

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

 **Google UX Design Certificate - Insight Identification - Gmail Labels - Exemplar**
DOCX File

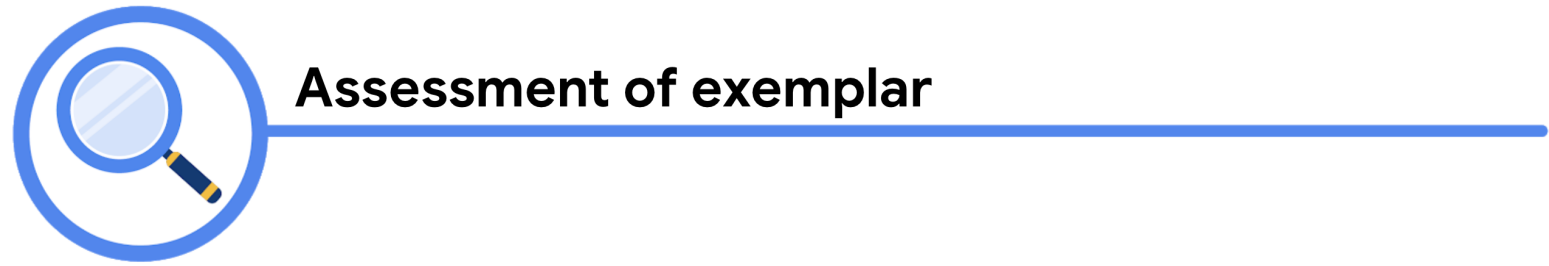
1. Based on the theme that: **for most users, it’s not immediately clear how to create a new label**, an insight is: **users need better cues for what steps are required to create a label.**

2. Based on the theme that: **the 3 dot sub-menu is difficult to find for almost all users**, an insight is: **users need a more intuitive way to access label settings.**

3. Based on the theme that: **labels are useful for most people, but not an overwhelming majority**, an insight is: **users need more information about the potential value of using Gmail labels.**

4. Based on the theme that: **not everyone is familiar with the term “nesting” or this specific use**, an insight is: **use accessible language (avoid jargon) when explaining uses for the Gmail labels feature.**

5. Based on the theme that: **most users were unsure how to change the color of a label**, an insight is: **users need better cues for what steps are required to change the color of a label.**



Assessment of exemplar

These insights are based on themes from the previous synthesis activity. Those themes were based on the groupings made in the affinity diagram, which originally came from the note-taking spreadsheet. You can follow the direct lineage of these insights back to the observations made during testing.

Now compare the exemplar above to your completed deliverable. Assess what you have done using each of the criteria used here to evaluate the exemplar.

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

