

1.



Activity introduction

Now that you've had a chance to practice building a goal statement, this activity will help you create a goal statement for your portfolio project. Remember that a goal statement is one or two sentences that describe a product and its benefits for the user. Your portfolio project's goal statement should:

Describe a specific action your users can take

Define who the action will affect (e.g. your users)

State the positive impact of the action

Outline what success means in measurable terms



Step-by-step instructions


Step 1: Access the goal statement template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [goal statement template](#)[↗].

OR

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

 [Google UX Design Certificate - Goal Statement \[Template\]](#)
[PPTX File](#)

Step 2: Choose a problem or opportunity you have identified for your portfolio project

For this exercise, you're going to write a goal statement based on the problem statement you created for your portfolio project in the

[Build a problem statement for your portfolio project activity](#)[↗] in

[Course 2 of the certificate program](#)[↗]. The goal statement should be related to the Sharpen prompt you've been developing throughout the course.

Review the problem statement you wrote earlier for your portfolio project. You can also review idea notes from earlier in the course to help you craft your goal statement.

Step 3: Formulate a goal statement

Fill in a goal statement using the template. A goal statement can be written using this simple formula:

- . Start with your product. This could be an app, an object, or anything else.
- . Describe the specific action your product enables users to perform.
- . Describe who the action will primarily affect. This could be the users themselves.
- . Describe how the action will positively affect that person.
- . Describe how you'll measure the action's effectiveness.

GOAL STATEMENT

Our will let users

product (what) perform specific actions (what)

which will affect

describe who the action will affect (who)

by

describe how the action will positively affect users (why)

We will measure effectiveness by

describe how you will measure the impact

Step 4: Reflect on the completion of this activity

Does your goal statement:

Identify your product?

Describe the specific action your product will let users perform?

Describe who the action will primarily affect?

Describe how the action will positively affect that person?

Describe how you'll measure the action's effectiveness?