Activity Exemplar: Identify patterns and themes for the Gmail labels feature project

Here is a completed exemplar for the previous course item. Note that each pattern is supported by evidence from the research and then attached to a theme.

Exemplar

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

Link to exemplar: Gmail Labels Pattern Identification ↗

OR

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

📎 **Google UX Design Certificate - Pattern Identification - Gmail Labels [Example]**
DOCX File

1. It was observed that 4 out of 5 participants had trouble finding the 3 dot sub-menu. This means that the 3 dot sub-menu is difficult to find for almost all users.

2. It was observed that 3 out of 5 participants had a hard time knowing what to do first to create a label. This means that for most users, it's not immediately clear how to create a new label.

3. It was observed that 3 out of 5 participants saw a use for labels. This means that labels are useful for most people, but not an overwhelming majority.

4. It was observed that 3 out of 5 participants were confused by the word "nest" when adding a sublabel. This means that not everyone is familiar with the term "nesting" or this specific use.

5. It was observed that 3 out of 5 participants had trouble changing the color of the "shopping" label. This means that most users were unsure how to change the color of a label.

Assessment of exemplar
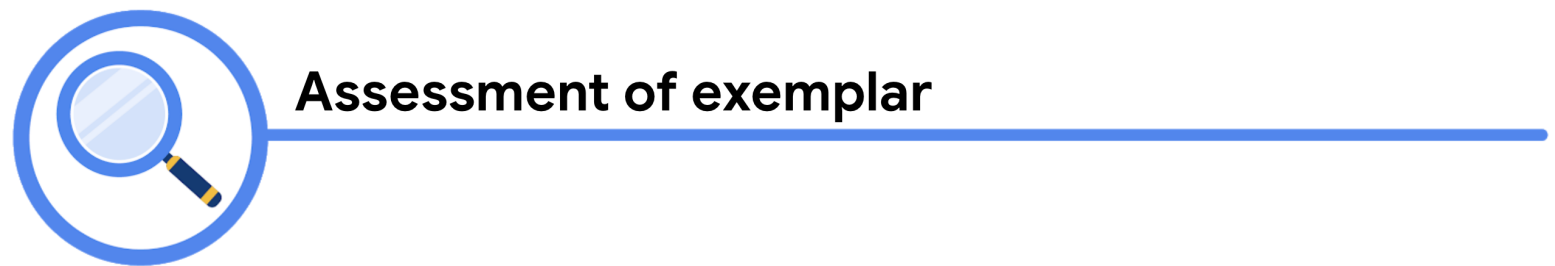
These patterns are pulled directly from the affinity map. This was a quick and easy process because the data was organized from the outset! Note that the themes that were identified based on patterns aren't complex. Instead, they are the original ideas that were expressed by participants and are now grouped together by similarity.

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? Are there any roadblocks? Take this feedback with you as you continue to progress through the course.

Mark as completed

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