1.

Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

In this activity, you'll craft a goal statement based on your problem statement for the CoffeeHouse scenario↗. This will be good practice for crafting goal statements for your portfolio projects in later course activities.

This exercise will help you recognize how goal statements provide the ideal solutions for your designs. A goal statement is one or two sentences that describe a product and its benefits for the user. Your goal statement addresses a problem that you identified in the earlier problem statement.

A strong goal statement:

Describes a specific action your users can take

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

States the positive impact of the action

Outlines what success looks like in measurable terms

After completing this activity, you'll have the opportunity to compare your work to a completed exemplar in the next course item.

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

GOAL STATEMENT

Our [Click to add text] will let users [Click to add text]
product (what)   _perform specific actions (what)_

which will affect [Click to add text]
describe who the action will affect (who)

by [Click to add text]
describe how the action will positively affect users (why)

We will measure effectiveness by [Click to add text]
describe how you will measure the impact

Step 2: Review the problem statement
For this exercise, you're going to create a goal statement that presents a solution to the following problem scenario:

Anika is a busy marketing intern who needs a faster, more collaborative way to take many coffee orders at once because taking individual orders takes too long and isn't a good use of Anika's time.

Review the problem statement above. You can also review idea notes from earlier in the course to help you craft your goal statement.
Step 3: Formulate a goal statement
Craft 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 user themselves.

. Describe how the action will positively affect that person.

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

If you need help identifying these attributes of your goal statement the who can come from the persona, the what could come from the user story, and the why can come from the empathy map and user journey maps you have applied to this problem in the past. You may also use the information provided solely in the problem scenario.
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?