

1. Step one of turning observations into insights requires a designer to gather the data. Which should the designer do next?

1 / 1 point

- ☐ Gather the data from the usability study
- ☐ Come up with insights based on themes
- ☒ Organize the data
- ☐ Hypothesize trends in data

☒ Correct
Organizing the data is the second step in turning observations into insights. After that, a designer should identify themes and patterns by asking two key questions: What common patterns stand out in the data you collected? And what do these patterns tell you about your product design?

2. What is the third step of turning observations into insights?

1 / 1 point

- ☐ Come up with insights based on themes
- ☐ Gather the data from the usability study
- ☒ Identify common themes and patterns
- ☐ Organize the data

☒ Correct
Identifying common themes and patterns among participants is the third step in turning observations into insights. It's one of the key goals of user research.