

Introduction to Course 7

- Video:** Introduction to Course 7: Design a User Experience for Social Good and Prepare for Jobs 2 min
- Reading:** Welcome to Course 7 20 min
- Reading:** Design for social good 20 min
- Video:** Case study: Nest Hub Max 5 min
- Reading:** Introduction to third portfolio project 20 min
- Ungraded Plugin:** Choose your third portfolio project prompt 10 min
- Practice Quiz:** Submit your third portfolio project prompt 1 question
- Video:** Paolo - My journey to UX 4 min
- Discussion Prompt:** Create Your Profile on the Coursera Job Platform 10 min
- Ungraded Plugin:** Design for social good 30 min

Design across devices

Start the UX design process: Empathize

Continue the UX design process: Empathize

Continue the UX design process: Define

Continue the UX design process: Ideate

Week 1 review

Design for social good

In this course, you'll **design for social good** by creating a dedicated mobile app and a complementary responsive website to showcase in your professional UX portfolio.

How does designing for social good differ from designing any other product? As you've learned, every UX design project is about resolving pain points that real users are facing. But designing for social good takes that concept a step further by creating solutions that lead to "collective social good." In other words, designing for social good is a way for UX designers to address problems going on in their communities and drive positive change in society.

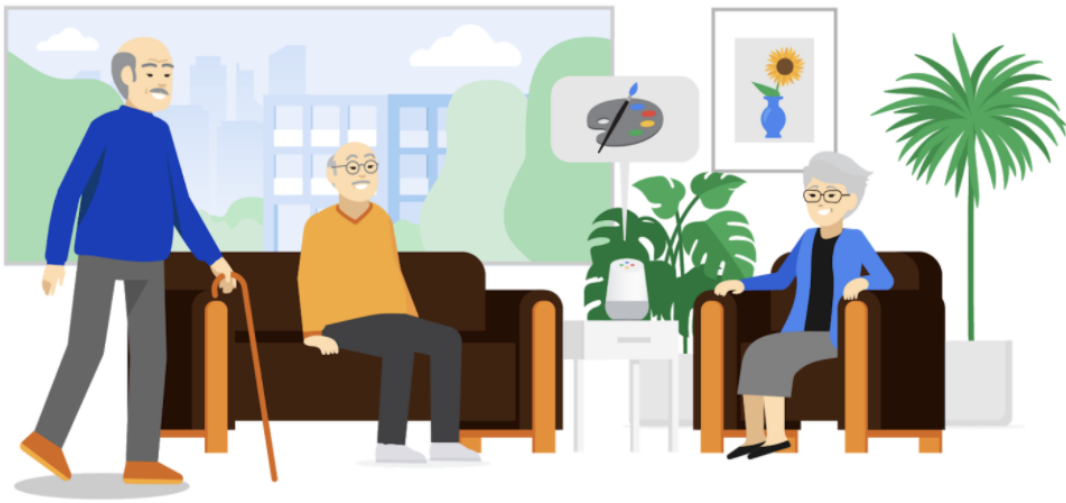
Focusing on user pain points that lead to societal change is vital work, because it prioritizes problems that might otherwise be ignored in lieu of profitable gain or convenience. Designing for social good is often tied to equitable access, like increasing access to quality education or health care, decreasing poverty, tackling environmental concerns, and more.



For example, electric power vehicles started to grow in popularity in the mid-2000s. Before this time, the automobile industry sold millions of vehicles that operated on petroleum-based fuel. There was extensive evidence suggesting that this practice contributed to the harming of the environment, so engineers and designers turned their focus to creating alternative transportation that was sustainable and environmentally friendly. Now, energy efficient vehicles are accessible to many car buyers and governments around the world. That's designing for social good in action!

As you continue your journey as a UX designer, your projects can impact the lives of users everywhere. Designing products that specifically aim to drive social good means your work can help fix monumental issues and improve the lives of diverse communities. Check out some real examples of designing for social good that can serve as inspiration as you begin this course.

Community Keijiban



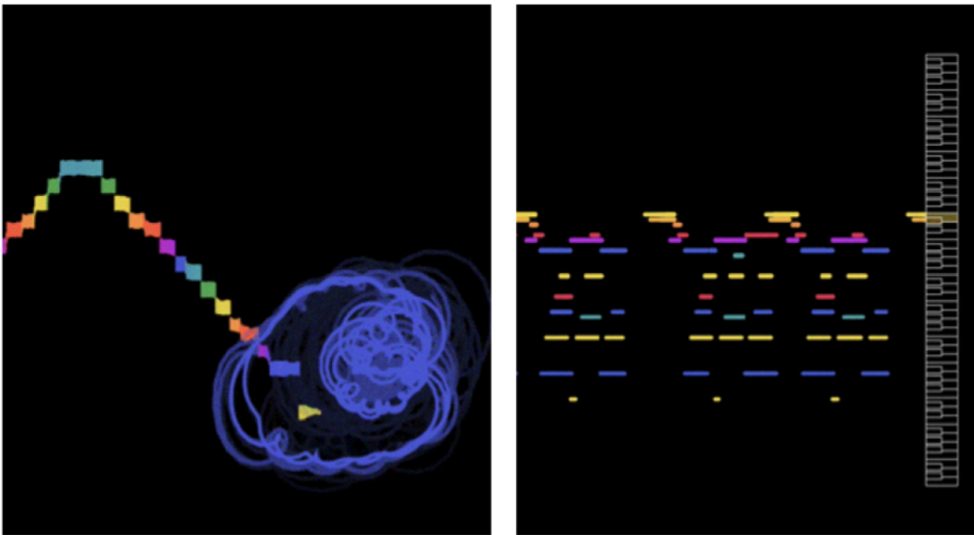
Of the 15,000 residents in Wakabadai danchi — a housing complex in Yokohama, Japan — almost half are over the age of 65. Most residents live alone and were unfamiliar with digital ways to connect with others.

To make sure that elderly residents didn't feel lonely and to give them opportunities to socialize, the Yamayuri Club was established. A few members of the club thought using Google Home devices could help residents remember activities, share community notices, and drive feelings of positivity in the community.

So, developers at the digital agency Toaster partnered with Experiments with Google to create the Community Keijiban app. This empowers residents to connect to a voice-powered notice board on any Google smart home product, which sends community notices and reminds residents when it's time to attend activities. This design drives social good by connecting elderly community members to each other, thereby decreasing loneliness.

To learn more, check out this video about the [Community Keijiban app](#).

Seeing Music

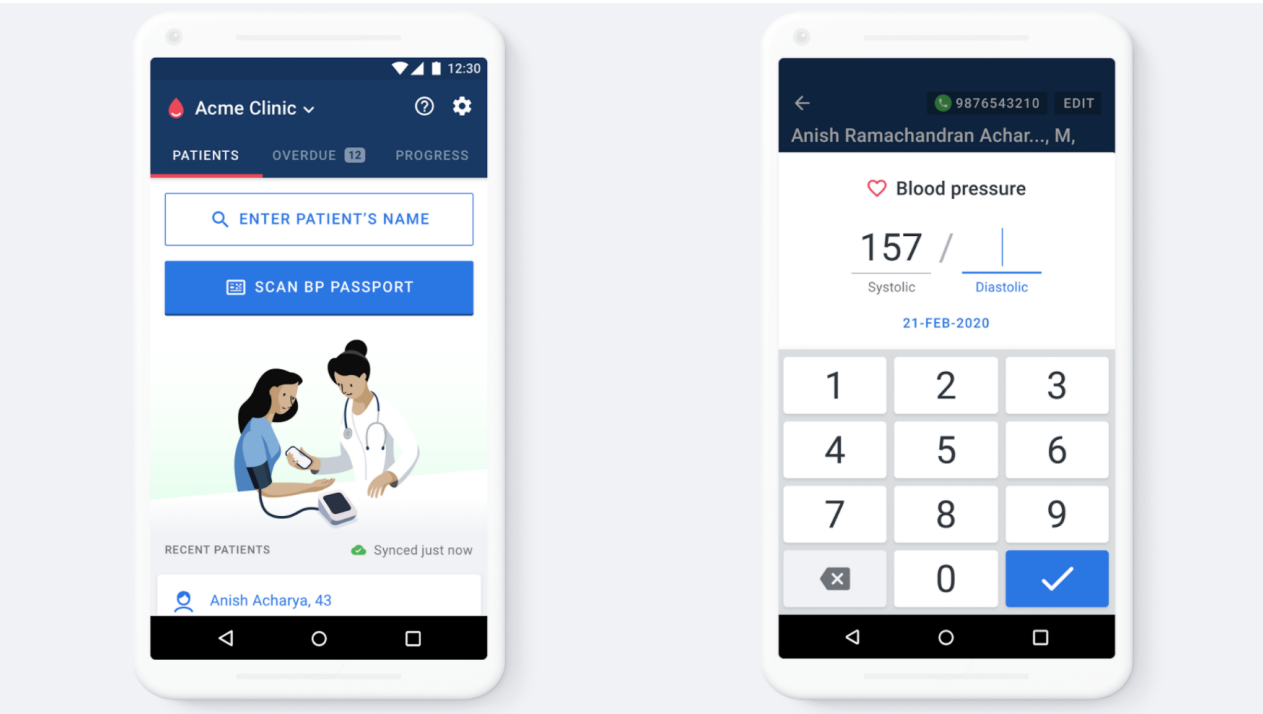


Seeing Music is a tool for visualizing sounds. Sing or play sounds into the microphone on your computer, and the tool will show the textures of sounds or the paths and shapes of melodies.

Why is a tool like Seeing Music important? According to the [World Health Organization](#), over 5% of the world's population has disabling hearing loss. Seeing Music helps people who have hearing disabilities experience music as an art form and explore sounds in unique ways.

Check out this video about [Seeing Music](#) to learn more!

Simple



Simple is a free and easy-to-use mobile app that aims to reduce the number of people in economically developing nations dying from heart disease and strokes.

The app supports large-scale hypertension and chronic disease management programs by enabling health care workers to record patient information in less than 20 seconds. This helps healthcare professionals research and treat patients quickly. To date, Simple has helped manage information for over 500,000 patients with hypertension.

Explore the [Simple website](#) to learn more!

Learn more about designing for social good

To understand designing for social good more deeply, the next video is a case study about designing for social good from Google. You'll learn about how Google's Hardware for Good initiative set out to make life more connected for nursing home residents.

Check out these articles to learn more about designing for social good:

- [3 Principles To Guide Designing For Social Change](#) from FastCompany. This piece shares three principles to consider when designing for social good.
- [Designing for Social Good, Not "Feel Good"](#) from NextBillion introduces various approaches to product design.
- [UX For Social Good](#) from UsabilityGeek will help you start the design thinking process.

Mark as completed

