Peer-graded Assignment: Weekly challenge 3: Turn observations into insights for your portfolio project

DeadlineJul 30, 11:59 PM +08

Ready for the assignment?
You will find instructions below to submit.

Instructions

My submission

In this assignment, you'll identify themes and develop actionable insights based on the observations you made during the <u>usability study you conducted for your portfolio project</u>⤢. These insights will be critical as you refine your designs.

You will also give and receive feedback from two peers. Giving feedback on others' insights and receiving feedback on your insights provides an accurate representation of the feedback cycle that happens in the real world, with a design team, clients, and stakeholders.

Discussions

Review criteria

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Your completed insight identification template will be assessed out of six points using the following criteria:

2 points: Created an affinity diagram based on findings

2 points: Categorized those findings into themes

2 points: Generated at least three actionable insights based on themes

Step-By-Step Assignment Instructions

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Step 1: Open up a digital note-taking app

As you learned in previous self-review exercises, you have many options to choose from regarding affinity diagramming. As a refresher, you can use:

Miro (<u>https://miro.com/</u>⤢)

Notely (<u>http://note.ly/#</u>⤢)

Mural (<u>https://www.mural.co/</u>⤢)

Padlet (<u>https://padlet.com/</u>⤢)

Jamboard (<u>https://jamboard.google.com/</u>⤢)

All of these offer similar functionality and are excellent tools for this process. If you're feeling adventurous, try a new tool for this round.

Step 2: Add your notes to the affinity diagram

At this point, you should have a thorough and organized spreadsheet full of notes and observations from the testing you did on your portfolio project in <u>Weekly challenge 2: Conduct a usability study for your portfolio project</u>⤢. Start adding those observations to your digital sticky notes. Remember to:

Differentiate between different participants

Put one observation on each note

Keep the content of a note brief

Step 3: Sort by similarity

As in your previous affinity diagram that you put together in the activity Create an affinity diagram↗, you can begin to move your notes around. There is no specific method to follow in this process, but at its most basic level, you are searching for similarities. It is helpful to:

Label large groups

Search for smaller sets in larger groups

Take a break if you feel stuck

When you're done with your affinity diagram, take a screenshot and save it as a PDF.

Step 4: Identify themes

Begin identifying themes in the groupings you made for your affinity map in Step 3. As you identify themes, remember to:

Keep your themes simple, direct, and easy to understand.

Limit themes to just one idea.

Remove opinions from the process and ensure that your themes are based on objective observations you made.

Once you've identified your themes, add them to the template below.

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

Link to template: **pattern identification template**↗.

OR

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

📎 Google UX Design Certificate - Pattern Identification [Template]
DOCX File

Step 5: Expand at least three themes into insights

Review your themes to determine actionable insights based on that information. As a reminder, strong insights:

Are grounded in real data

Answer the research questions

Are easy to understand

Increase empathy for the user experience

Inspire direct action

You can make a direct connection between the themes you observe and the actions you'll take using the insight identification template. To do this, add at least three actionable insights to the sentences containing the themes you identified in Step 4.

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

Link to template: **insight identification template**↗.

OR

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

📎 Google UX Design Certificate - Insight Identification [Template]
DOCX File

After completing Steps 4 and 5, click on the blue "Share" button in the upper-right corner of your template and change the sharing settings to give other learners access to view the assignment. Then, in the space below the sharing settings where it says "Get link", click the button that says "Copy link". The link will be copied to your device and can be shared by pressing "Paste" or using the keyboard shortcut for pasting a copied item. You'll share this link with fellow learners after you're done with the assignment. After submitting your assignment, make sure to give feedback to at least two peers

You now have actionable insights for your portfolio project that will help you refine and focus your product!

Add to Your Case Study

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After you receive feedback from peers and make revisions to your designs based on identified insights, you're ready to add information about the usability study you conducted to your portfolio case study slide deck!

If you need access to the template for the case study slide deck introduced at the beginning of Course 2 ↗, click the link below and select "Use Template."

Link to template: Case study slide deck template ↗.

OR

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

📎 Google UX Design Certificate - Case study slide deck [Template]
PPTX File

Start by filling out slide #15 with the most important findings your first usability study revealed. Write these findings in the "Round 1 findings" box. You'll fill in the rest of this slide when you conduct your second usability study in the next course. Here's an example of this slide for Zia's Pizza:

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users want to order pizza quickly
2. Users want more customization options
3. Users want a delivery option

Round 2 findings

1. Insert finding
2. Insert finding
3. Insert finding

Google