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.

This activity will help you derive insights from the themes identified for the Gmail labels usability study in the previous self-review activity,

Identify patterns and themes for the Gmail labels feature project⬀. For this activity, you may use the themes you identified on your own, or you may use the exemplar from the previous exercise to help you complete this.

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

Step-by-step instructions

Step 1: Access the template

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

Step 2: Consolidate the themes you discovered
Using the document you created in the previous activity, assemble the themes you distilled from your research. Alternatively, use the exemplar document provided in the previous activity.
To see the completed exemplar for this course item, click the link below and select "Use Template."
Link to exemplar: Pattern Identification [Example]⬀

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 [Example]
DOCX File

Transfer those themes over to the insight identification template for this activity to collect and organize insights.
Step 3: Derive actionable insights from your themes
Reviewing your themes, think about what the actionable insight is. Fill in your insight identification template with the insights you've derived from the themes you've identified. For example, one theme that we identified in the exemplar document for the "identifying patterns and themes" activity (see Step 2) is that most users weren't sure how to create a new label. An insight might be that users need better cues for what steps are required to create a label. We can record this in our insight identification template:
Strong insights should:

Be based on real data; the things that you observed in your research

Speak to and (hopefully) answer the research question from your research plan

Be easy to understand

Increase empathy for the user experience

Inspire direct action

1. Based on the theme that: for most users, it's not immediately clear how to create a new label, an insight is: users need better cues for what steps are required to create a label.

This insight inspires action, and it is simple and empathetic. It is also based on data and is connected to the research questions and goals from the research plan.
Step 4: Reflect on the completion of this activity
Be sure you've addressed the following criteria in your completed deliverable:

You've written out at least three insights based on themes

Your insights align with the suggested guidelines