Peer-graded Assignment: Weekly challenge 4: Update your portfolio project research presentation

DeadlineAug 6, 11:59 PM +08

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

Instructions

My submission

Discussions

This activity has two parts:

1. Determine which insights from your research should be incorporated into your portfolio project designs.
2. Update your portfolio project prototype and presentation deck based on those insights.

Your presentation should include a visual summary of the design decisions you made, based on what you discovered in your research. For example, you can indicate changes by showing “before” and “after” screenshots of a specific screen of your app. Your presentation should clearly show the insights you identified, the design decisions you made, additional insights that might be worth exploring, and how you plan to leverage those insights moving forward.
Tell a compelling story, keep your audience in mind, and try to make the presentation engaging, concise, and actionable.
You will also give and receive feedback from two peers.

Review criteria

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Your submission must include a link to your updated prototype and a PDF file of your updated presentation based on research findings.
Your submission will be assessed out of seven points using the following criteria:
1 point: Updated presentation contains screenshots of the designs before new changes were made based on research insights.

1 point: Updated presentation includes title slide with a new date to communicate the presentation has been updated.
1 point: Updated presentation includes a brief review of the previous presentation information.
1 point: Updated presentation includes screenshots of the designs after new changes were made based on research insights.
1 point: Updated presentation includes recommendations for additional research.
1 point: Updated presentation includes next steps and their reasoning.
1 point: Updated presentation includes an acknowledgment and thank you message.

Step-By-Step Assignment Instructions

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Part 1: Determine which insights from your research should be incorporated into your design

Step 1: Access your research insights

To get started, open your research insights for your Sharpen prompt from the previous activity, Deliver your research presentation. We will be organizing these insights from most urgent to least urgent to determine which updates to make to our design in the second part of this activity.

Step 2: Prioritize research insights from the most urgent to the least urgent

How do you know which insights to use to update your design? Prioritizing your research insights from most urgent to least urgent is the way to go.

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

Link to template: **prioritized insights template.**

OR

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

Google UX Design Certificate - Prioritized Insights [Template]
DOCX File

Issues that must be fixed for your product work are considered Priority 0, or P0. For example, were there any parts of the user flow that prevented the user from completing their task? A roadblock this significant would be considered a P0.

Another example of a P0 would be if any part of the user flow made the user feel tricked or misled. An example could be purchasing an item online, but there was no confirmation that their payment was successfully submitted. This lack of confirmation might confuse the user as to whether or not their order went through.

A final consideration when deciding if an insight is a P0 or not would be to think if any part of your project was inaccessible or difficult to access to a user. Accessibility issues rank higher because they are often more expensive to fix in tech and design debt over time. It may be up to you to explain the impacts of having an inaccessible product to other stakeholders who may not fully understand the consequences.

Step 3: Identify Priority One insights

Now that you have identified your most urgent insights to take action on, you will likely have some other insights that did not quite fit the description for a P0. These additional insights may be separated into buckets based on priority. In addition to P0, you may have buckets labeled Priority One (P1) and Priority Two (P2).

Let's start with what might be considered a P1 insight. We will use our Dog Walking app as an example. You may have noticed that a few of your users asked if it would be possible to create a recurring dog walking appointment. Although this feature would likely improve the user's overall experience, the lack of this feature is not preventing the user from accomplishing their primary task, so it does not fall into the P0 bucket. This would make a great P1 insight, where it can be added to a prototype to be tested in a future research study.

Step 4: Identify Priority Two insights

Now you are probably wondering what makes an insight a P2? This would be an insight that would make the most sense to address after all the P0 and P1 insights have been accounted for. These insights might make more sense to address in another sprint of the project.

Step-by-step assignment instructions (Part 2)

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Part 2: Update your Sharpen prompt project prototype and presentation deck

Step 1: Access your designs in Figma
Open up your designs in Figma. Take screenshots of your main user flow slides first, before making changes based on the insights you prioritized. If you'd like to keep your current designs, make a copy of them by duplicating the page in Figma. To do this, right-click on the page you want to duplicate in the left navigation bar and select "duplicate page". Then you can iterate on the copy instead of the original.
Step 2: Update the designs based on insights
Ensure that you have a clear plan of action regarding updating your design based on the insights we prioritized in the first part of this activity. Remember, the first updates you should make on your design are from your Priority Zero (P0) insights. If time allows, make updates from your Priority One (P1) insights.
Before you can edit your prototype, the first thing you need to do is update your digital wireframes in Figma. Once you've made all of the necessary updates to your wireframes, your screens will then be ready to be connected to your prototype.
Step 3: Update the prototype
Now that you have updated all of your screens based on your prioritized insights from research, it is time to bring it all together and update your low-fidelity prototype. Begin making connections from one screen to the next, just like you did the first time you created your prototype. If you need assistance updating your prototype, refer back to the Course 3 video Build low-fidelity prototypes in Figma to refresh your memory.
Step 4: Take screenshots of your “after” slides
Take screenshots of your main user flow screens after making the changes you prioritized in this exercise. You will use these screenshots to update your presentation deck.
Step 5: Open your research presentation deck for your Sharpen project
It's not necessary to create a new presentation from scratch every time you make updates. Maintaining consistency in your project presentations makes it easier for stakeholders to keep up with your presentation because they follow the same patterns the whole way through. Update your title slide to reflect the new date for this presentation. You can even add something like “Presentation #2”, for example, underneath the date to make it easy for stakeholders to know where this presentation fits chronologically.

Step 6: Review previous presentation content

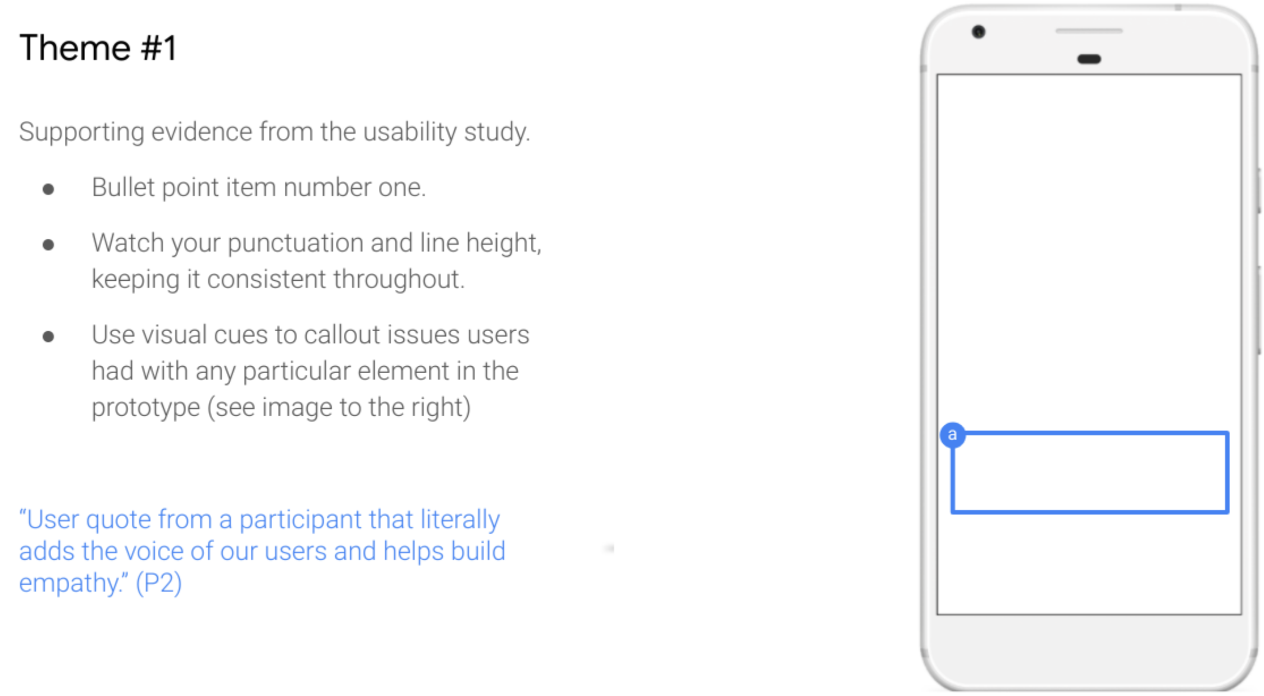
When sharing a project's progress, it helps to briefly review where you left off in the previous meeting. This will ensure everyone is on the same page and gives you a nice segue into the next step, which is to communicate how your findings changed your understanding of users' needs, behaviors, and attitudes.

Keep this section short and sweet. There is no need to take a deep dive into material that has already been covered. You can include a link to the prior presentation for those who'd like a refresher or who couldn't attend the first time. We just want to make sure everyone is on the same page before we review our new findings.

Think to yourself, "What is the most important information I would need to know for my new presentation to make sense?" That is what you want to start your presentation with. You can title this first section something like "Quick Recap," for example.

Step 7: Showcase the changes you made based on the study feedback

It can be very effective to demonstrate to stakeholders what is working and not working in your designs. For example, you can indicate changes by showing "before" and "after" screenshots based on study feedback. This is where your screenshots from earlier come into play!



Step 8: Share what additional research you think might be helpful

Now that you've made it through a full cycle of research and feedback implementation, you likely have an idea of how you can gain an even better understanding of your users' needs. Consider the research methods you have learned about so far. Do you think any of them might help you better understand your users' needs? Communicate that to your stakeholders and explain why you would choose those methods. This will help ensure that the methods fit the additional research you have in mind. This may also be an opportunity to identify if additional accessibility research needs to be done, as it is sometimes difficult to recruit enough users with disabilities in the first session. This can also be applied to any participants from underrepresented groups.

Recommendations

- Recommendation 1
- Recommendation 2
- Recommendation 3

Step 9: Communicate your next steps and why you want to implement them

Explain the next steps you plan to take for your project. Make sure to make your “why” for these next steps very clear. This will help ensure all stakeholders know what to expect in the next meeting and help maintain project alignment moving forward.

Step 10: Say “thank you!”

This slide is the last one in your presentation! It’s always nice to end with a thank you slide. This is a great place to acknowledge the people and organizations that assisted in this research. It shows your audience that you’re courteous and appreciative.