Peer-graded Assignment: Weekly challenge 2: Synthesize research results and modify designs

DeadlineJul 23, 11:59 PM +08

It looks like this is your first peer-graded assignment. Learn more

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

Instructions

My submission

Discussions

Assignment Overview

In this assignment, you'll take the observations you made in your usability testing (completed in the **Conduct a usability study** activity) and use them to identify themes and develop actionable insights. These insights will be critical as you refine your design. Getting feedback on your insights and providing feedback on others' insights provides an accurate representation of the feedback cycle that happens internally on your design team and the feedback you receive from clients and stakeholders.

After identifying these insights, you will determine which insights you should incorporate into your design. You'll then update your wireframes based on the priority you placed on each insight. Once you've updated your wireframes, you'll update your prototype and get feedback from peers.

You will give and receive feedback from two peers. Feedback will help guide you with improving your designs. A fresh perspective can also help lead to new ideas, and it can help us understand something from a new perspective!

Review criteria

less

Grading Criteria Overview

Your submission will be assessed out of 10 points using the following criteria:

1 point: Created an affinity diagram based on your findings

1 point: Included at least three actionable insights

1 point: Each of the insights is grounded in real data

1 point: Each of the insights answers the research questions

1 point: Each of the insights is easy to understand

1 point: Each of the insights increases empathy for the user experience

1 point: Each of the insights Inspires direct action

1 point: Compiled prioritized insights for review

2 points: Updated low-fidelity prototype based on insights

STEP-BY-STEP ASSIGNMENT INSTRUCTIONS PART I

less

Step-By-Step Instructions

Part 1: Create an affinity diagram

Step 1: Open up a digital note-taking app

As in previous courses, you have many options to choose from when you're affinity diagramming. As a refresher, you can use:

Miro (https://miro.com/)

Notely (http://note.ly/#)

Mural (https://www.mural.co/)

Padlet (https://padlet.com/)

Jamboard (https://jamboard.google.com/)

All of these offer similar functionality and are excellent tools for this process. If you're feeling adventurous, try a new tool that you haven't used before.

Step 2: Add your notes

At this point, you should have a thorough and organized spreadsheet full of observations from the testing you did on your project in the Conduct a usability study activity. Add those observations to your digital sticky notes in the affinity diagramming application of your choice (reference the previous step).

Remember to:

Differentiate between different participants.

Put one observation on each note.

Keep the content of each note brief.

Revisit Course 4, Week 3 if you need to review how to do an affinity diagram.

Step 3: Sort by similarity

Like the last time you made an affinity diagram in the Create an affinity diagram activity, you can begin to move your notes around. There is no specific method to follow in this process; essentially, 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.

Take a screenshot of your completed affinity diagram and save it as a PDF. You will upload this PDF as part of your Peer Review submission.

STEP-BY-STEP ASSIGNMENT INSTRUCTIONS PART II

less

Step-By-Step Instructions

Part 2: Identify themes and develop insights

Step 1: Identify themes

In a separate document, begin collecting your themes.

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: Expand at least three themes into insights

Review your themes, and determine what an actionable insight is based on each theme. 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

Using the insight identification template, you can directly connect the theme you observed and the action you will take. Take the time to develop at least three insights based on your research.

You now have actionable insights for your project. It is time to decide what changes to make to your design.

Save your completed insight identification template as a PDF. You will upload this PDF as part of your Peer Review submission.

STEP-BY-STEP ASSIGNMENT INSTRUCTIONS PART III

less

Step-By-Step Instructions

Part 3: Prioritize insights from your research

Step 1: Access your research insights

To get started, open the **Insight Identification Template** for the portfolio project you created in the last section. You should have at least three insights to work with. You'll be organizing these insights from most urgent to least urgent to determine which updates to make to your 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. Issues that must be fixed for your product to work are considered Priority zero, 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 they successfully submitted their payment. 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 determine if any part of your project was difficult to access for a user. Accessibility issues rank higher because they are often more expensive to fix over time. It may be up to you to explain the impacts of having an inaccessible product to other stakeholders who may not be on the same page.

Step 3: Identify priority one insights

Now that you've identified your most urgent insights to take action on, you'll likely have other insights that didn't 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'll 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 does not prevent the user from accomplishing their primary task, so it doesn't 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? P2 is 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 phase of the project.

Step 5: Compile prioritized insights

In a separate document, record your prioritized insights.

To use the template for Prioritize Insight Template click the link below and select "Use Template."

Link to template: **prioritized insight template**

OR

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

UX Design Certificate - Prioritized Insights [Template]
DOCX File

Add your P0, P1, and P2 items in the sections provided in this template. Please note, this template has room for more insights in each category than are required; make edits to your copy to suit your needs.

When done, save this document as a PDF. Upload this file when prompted for your Peer Review. Including prioritized insights will help identify changes you made for those reviewing your work.

Part 4: Update your low-fidelity prototype based on the insights you prioritized.

Step 1: Access your designs

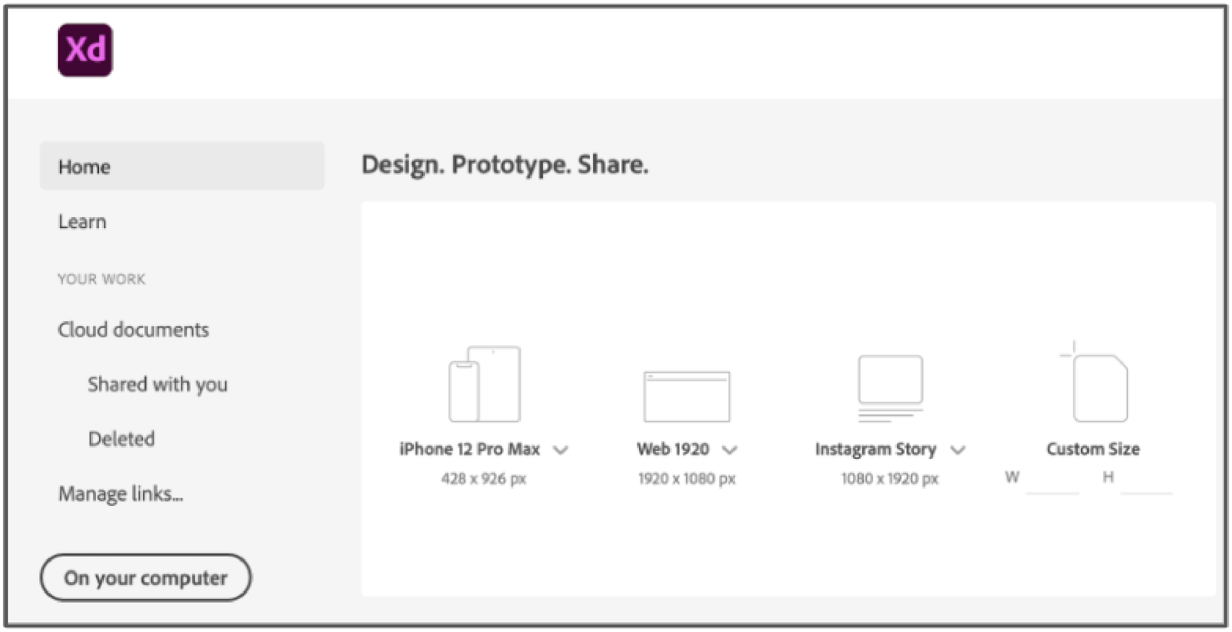
Open up your designs in Figma or Adobe XD.

In Figma:

Go to the Figma website or start the Figma desktop app. Make sure you are logged in and click on **Recent** in the upper left-hand **Navigation** bar, then click on your project to open it.

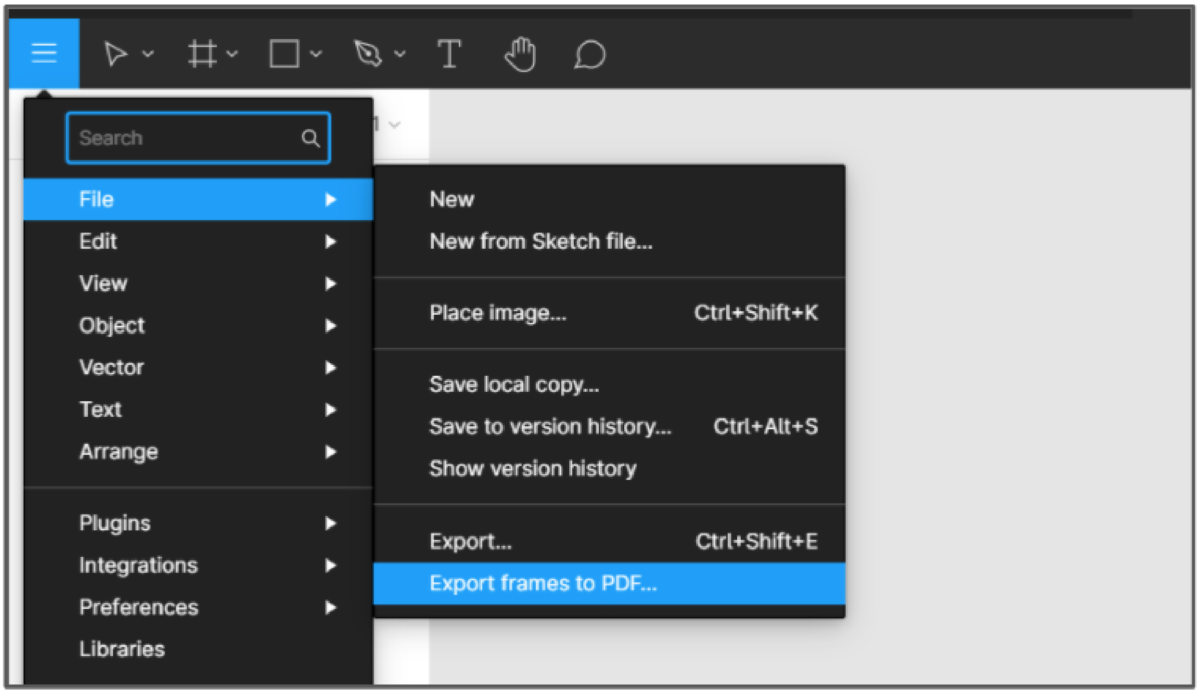
In Adobe XD:

Start the Adobe XD desktop app. Make sure you are logged in and click on your project in the **Recent** section to open it. Download a copy of your main user flow wireframes first before making changes based on the insights you prioritized.



In Figma:

Click **File** then **Export frames to PDF**



In Adobe XD:

Select the artboards you want to export, open the File menu in the top-left corner of the screen, navigate to Export in the drop-down menu, then choose Selected or All Artboards if you're exporting all of your artboards. Next, find the Format option in the pop-up box, change it to **JPG or PNG** and click Export.

Step 2: Update the designs based on insights

Ensure that you have a clear plan regarding updating your design based on the insights you 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, you can make updates from your Priority One (P1) insights.

Before you edit your prototype, the first thing you need to do is update your digital wireframes in Figma or Adobe XD. Once you've made all of the necessary updates to your wireframes, your screens will be ready to be connected to your prototype.

Step 3: Update the prototype

Now that you've updated all of your screens based on your prioritized insights, it's 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 Course 3's **Create Low-fidelity digital prototype in Figma** to refresh your memory.

Step 4: Share the URL to your updated prototype

Provide the URL to your prototype after making the changes you prioritized.

Step 5: Reflect on the completion of this part of the activity

Be sure you’ve addressed the following criteria in your completed deliverable:

Updated your design based on prioritized insights.

Updated your low-fidelity prototype to reflect changes made to your design.