

Sketch paper wireframes

Create digital wireframes

Build a low-fidelity prototype

Test a low-fidelity prototype

- Video:** Plan a usability study  
2 min
- Reading:** Learn more about planning a UX research study  
20 min
- Practice Quiz:** Test your knowledge on planning usability studies  
4 questions
- Practice Quiz:** Activity: Plan a usability study  
1 question
- Reading:** Activity Exemplar: Plan a usability study  
10 min
- Video:** Conduct a usability study  
2 min
- Reading:** Learn more about conducting usability studies  
20 min
- Practice Quiz:** Test your knowledge on conducting usability studies  
2 questions
- Practice Quiz:** Activity: Conduct a usability study  
1 question
- Reading:** Activity Exemplar: Conduct a usability study  
10 min
- Video:** Analyze and synthesize research results  
2 min
- Reading:** Learn more about analyzing and synthesizing research results  
20 min
- Practice Quiz:** Test your knowledge on analyzing and synthesizing research results  
2 questions
- Video:** Iterate on designs based on research insights  
2 min
- Reading:** Learn more about iterating on low-fidelity designs  
20 min
- Video:** Case study: The importance of testing in the real world  
3 min

Week 2 review

# Activity Exemplar: Conduct a usability study



Below is a completed spreadsheet note-taking exemplar with an explanation of how the exemplar fulfills the previous activity’s expectations.

To see the completed exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [Usability Study - Food Saver](#)

OR

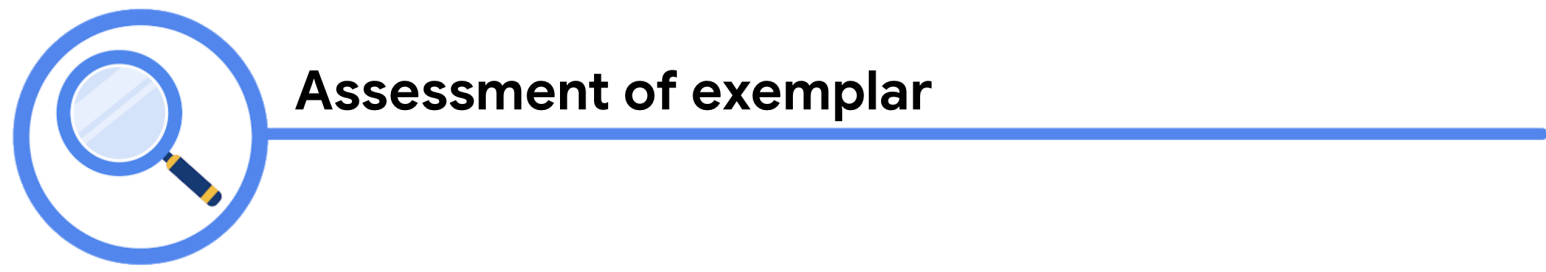
If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Google UX Design Certificate - Note-taking Spreadsheet - Food Saver [Exemplar]

XLSX File

Observations	Participant A	Participant B	Participant C	Participant D	Participant E
Sees uses for food tracking	1	1		1	1
Doesn't see uses for food tracking			1		
Easily finds recipes		1	1	1	1
Has a hard time knowing how to find a recipe	1				
No problem adding items to list	1	1	1		1
Feels frustrated adding items to list				1	
Speaks in a positive tone	1	1		1	1
Speaks in an indifferent tone	1		1		1
Speaks in a frustrated tone			1		
Speaks in an annoyed or impatient tone		1			
Speaks in a confident tone	1		1	1	
Confused about names of sections		1	1		
Didn't understand connection between "My Food" and recipes			1		
Really excited about possibility of food tracking				1	
Wanted to purchase items on list					1



Assess the notes you took in your own spreadsheet, using each of the criteria used here to evaluate the exemplar.

- In this exemplar, it is clear that the person making observations paid close attention when each participant demonstrated an expected behavior.
- In each participant's column, there is a **1** in the cell next to the observation when the participant’s recording indicates the observation is true for that participant. If it is false, the cell is blank.
- This exemplar noted an additional observation where the participant was “confused about names of sections.” From the spreadsheet, notice that Participant B showed this behavior first. It turned out that Participant C also showed this confusion. These notes reveal that the researcher did not anticipate an important observation, so it was added later!

As you compare the spreadsheet of notes you created to the exemplar above, consider: What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

