

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 understand how to define the methodology and participants in a UX research study plan. The methodology is the steps you take to conduct your research. Including a methodology in your plan informs your stakeholders of what will happen during the study, how long the study is, and where it will take place. This will give stakeholders more confidence in your study's results because they can see all of the steps, and then they'll be more likely to act on your suggestions. A methodology section also provides the details other researchers need to repeat the exact same study in the future, so it can be repeated for similar results to verify the study is reliable.

A solid methodology will list:

The procedures you'll use while collecting the information you need to answer your research questions

The time and location of product tests and interviews

Who will conduct the tests

How the tests will be conducted

The participants are the people you've selected to represent the voice of real users in your study. When recruiting participants for your usability study, you want to have a representative sample. This is a small group of participants in your study that represent your key user group, as well as user groups that are often marginalized. The goal of a usability study is to collect honest feedback from users, so gathering feedback from people with diverse perspectives and abilities is crucial.

The participants section of your UX research study plan should have:

Primary characteristics of people you'll recruit to participate

Incentive for people to participate, and as a means to thank them


In this activity, you'll write the methodology and participants sections of your UX research study plan for testing the low-fidelity prototype you created for the CoffeeHouse app earlier in the program.

To view the CoffeeHouse business scenario for this course item, click the link below and select "Use Template."

Link to scenario: [CoffeeHouse business scenario](#) 

OR

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

 [Google UX Design Certificate - CoffeeHouse Business Scenario](#)
[DOCX File](#)

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




Step-by-step instructions

Step 1: Access your UX research study plan template


If you've completed the previous UX research study plan activities, you should have a plan document that you've been working in based on the UX Research Study Plan template. You'll want to add the new methodology and participants information to the same plan document.

As a reminder, to use the template for this course item, click the link below and select "Use Template."

Link to template: [UX Research Study - Plan \[Template\]](#) .

OR

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

 [Google UX Design Certificate - UX Research Study Plan \[Template\]](#)
[DOCX File](#)

Step 2: Write your plan methodology

Create the methodology for your UX research study plan. It should include:

Procedures for the test

Time and location

Person conducting the test

Way the test will be conducted

For an example, review the dog walking app described earlier in the course.

Dog walking app — UX research study example: Methodology

Unmoderated usability study

Location: United States, remote (each participant went through the usability study in their own home)

Date: Sessions will take place on March 12 & 13.

Five participants, each completing the study on their own.

Each session will last 60 minutes and will include an introduction, a list of tasks, and a short questionnaire.

Step 3: Write your plan's participants section

Detail the information for your plan's participants section. This section should include:

Primary characteristics of ideal participants

Incentive for people to participate, and to thank them

Here's how the participants section for the same dog walking app would look:

Participants are all dog owners who go out for activities more than once a week. This includes full and part-time workers, students, caretakers, and parents.

Two males, two females, and one nonbinary individual between the ages of 20 and 75.

One participant is a person with a visual impairment.

The study is accessible for use with a screen reader and switch device.