# An Analysis of the User Interface and User Experience of the Google Design Website

**1. Introduction**

The Google Design website, accessible at <https://design.google/>, serves as an editorial platform that offers a comprehensive look into the world of design at Google. It acts as a showcase for the vast spectrum of design activities undertaken by the company, ranging from conceptual explorations to in-progress projects and finalized products. The platform's primary aim is to illuminate the creative individuals and teams behind Google’s diverse designs, providing insights into their processes and ultimately fostering a deeper connection between users and the company’s offerings. The content presented on the website is wide-ranging, encompassing key aspects of Google’s design philosophy and output, including the widely adopted Material Design system, the extensive Google Fonts library, considerations of art direction, the growing field of ambient computing, the critical topics of digital well-being and user privacy, the expressive use of emojis, and the integration of artificial intelligence in design. Given its nature as an editorial platform focused on disseminating information and fostering engagement within the design community and beyond, the website's success hinges significantly on the quality of its user interface (UI) and user experience (UX). If visitors find the site difficult to navigate or the content challenging to access and understand, the platform will fail to achieve its intended goals of showcasing Google’s design prowess and connecting with its audience.

The provided material on "Software Engineering and Usability Design" underscores the fundamental importance of these very aspects. This material emphasizes that throughout the entire software development lifecycle, from the initial specification of requirements to the final stages of verification and validation, a strong focus on usability is paramount. Usability should not be treated as an afterthought but rather as an explicit and continuous requirement integrated into every stage of the process. The material further highlights the value of iterative design and prototyping, allowing for the creation of tangible models that simulate the intended system's features. This iterative approach enables the identification and refinement of incomplete requirements and ensures that the final design aligns with user feedback. Understanding the rationale behind design decisions is also crucial, as it facilitates effective communication, supports the reuse of design knowledge, and aids in making informed trade-offs. Furthermore, adherence to established design rules and principles, such as Shneiderman's 8 Golden Rules and Norman's 7 Principles, provides a solid foundation for creating effective and user-friendly interfaces. The distinction between verification (designing the product correctly) and validation (designing the right product) is also critical for maintaining software quality. Various prototyping techniques, including storyboards and limited functionality simulations, play a vital role in visualizing designs and gathering early user feedback. The need for detailed usability specifications ensures that designs meet user expectations regarding usability attributes. Finally, considering the psychological impact of design decisions on user tasks and experiences is essential for creating truly effective and intuitive interactive systems. In the context of the Google Design website, these principles are directly applicable. The platform's ability to effectively communicate design knowledge, inspire its audience, and foster engagement is intrinsically linked to how well its UI and UX are designed and implemented. A well-designed website will facilitate seamless navigation, easy access to information, and an enjoyable experience, thereby maximizing its impact and achieving its objectives. Conversely, a poorly designed site, regardless of the quality of its content, will likely frustrate users and hinder the dissemination of valuable design insights.

**2. Positive Aspects of Google Design Website's UI/UX**

The Google Design website likely benefits from a strong visual appeal that aligns with Google's established brand identity and contemporary design trends. While the provided snippets do not offer a direct visual description of the design.google website, they do emphasize Google's commitment to creating "beautiful" and "usable" products. Furthermore, descriptions of related Google design platforms, such as webdesigner.withgoogle.com, which features an "attractive dark-themed interface" , suggest a potential visual direction that Google might employ across its design-focused web properties. Given Google's prominent position as a leader in the design field and the existence of its own comprehensive design system, Material Design, it is highly probable that the design.google website adopts a visually clean, modern, and sophisticated aesthetic that is consistent with these principles. This visual coherence would not only reinforce Google's brand but also contribute to a positive user experience by creating an environment that is both aesthetically pleasing and conducive to exploring design-related content.

The organization and structure of the diverse content on the Google Design website appear to be well-considered, enhancing discoverability for users. The homepage of design.google showcases a variety of content formats, including "Perspectives," "UX," "Podcasts," and "Guides". This clear categorization allows users to quickly identify and access the types of content that align with their specific interests or needs. Additionally, the use of tags such as "UX," "Typography," and "AI" further refines the content organization, enabling users to filter and explore topics within the broader categories. This thoughtful approach to content architecture is essential for a website that covers a wide array of design-related subjects. By employing categories and tags, the platform makes its extensive library of articles, podcasts, and other resources more manageable and accessible, ensuring that users can efficiently find the information they seek. This structured approach contributes significantly to a positive user experience, preventing users from feeling overwhelmed by the sheer volume of content and facilitating a more focused and productive exploration of the website's offerings.

While the provided snippets do not offer specific details about the navigation system implemented on design.google, the fundamental importance of effective navigation for overall user experience is well-established in the provided material. Assuming that Google adheres to its own high standards of usability, it is reasonable to expect that the design.google website features a clear and intuitive navigation system. This would likely include well-defined menus that provide easy access to the different sections and content types available on the platform. Furthermore, the presence of relevant and clearly labeled links within the content would facilitate seamless movement between related articles and resources. Given the website's role as a platform for design inspiration and education, a user-friendly navigation system is paramount. It ensures that users can effortlessly move through the website, explore different topics, and locate the information they need without encountering frustration or confusion. A well-implemented navigation structure is a cornerstone of good UI/UX, enabling users to engage with the website's content in a smooth and efficient manner, ultimately enhancing their overall satisfaction with the platform.

The Google Design website demonstrates a clear commitment to accessibility considerations, as evidenced by the presence of content specifically addressing this crucial aspect of design. Articles such as "Designing for Global Accessibility" and "Evolving Lookout. A progressive approach to designing accessibility apps" highlight Google's focus on creating inclusive and accessible digital experiences. This explicit emphasis on accessibility within the website's content strongly suggests that the platform itself likely incorporates accessibility best practices in its UI and UX design. This might include features such as appropriate color contrast ratios, keyboard navigation support, and semantic HTML structure, all of which contribute to making the website usable by individuals with disabilities. For a website dedicated to the principles and practices of design, particularly one originating from a company with Google's influence, demonstrating a commitment to inclusive design by ensuring its own platform is accessible is a significant positive aspect. It not only reflects ethical design principles but also broadens the reach and usability of the website, allowing a wider audience to benefit from its valuable content and insights.

**3. Areas for Improvement in Google Design Website's UI/UX**

One potential area for improvement for the Google Design website lies in clarifying the purpose and distinct roles of the various design-related platforms offered by Google. Specifically, users might experience confusion regarding the differences between design.google, webdesigner.withgoogle.com, and sites.google.com. As highlighted in the introduction, design.google functions as an editorial platform, showcasing Google's design work and offering insights into the design process. In contrast, webdesigner.withgoogle.com is presented as a tool specifically designed for businesses to create interactive HTML5 ads, images, videos, and other web content. This tool offers a visual and code interface for designing and developing web advertisements and interactive elements. Lastly, sites.google.com is a free, no-code website builder that empowers users to effortlessly create impactful team sites and simple business websites. While all three platforms are related to design in some capacity, their target audiences and functionalities are quite distinct. A user who is interested in Google's overarching design philosophy and insights might initially land on design.google but then be uncertain about where to go if their goal is to utilize a Google tool for web design or ad creation. To mitigate this potential confusion and enhance the user experience, the design.google website could benefit from a dedicated section or clear signposting that explicitly outlines the purpose and intended users for each of these related platforms. Providing brief descriptions and direct links would enable users to quickly navigate to the platform that best aligns with their specific needs, thereby improving the overall usability and clarity of Google's design-related online presence.

The effectiveness of the search functionality on the Google Design website is another aspect that warrants consideration. Given the platform's editorial nature and the vast amount of content it likely houses, a robust and efficient search function is crucial for enabling users to find specific information within its extensive library. While the provided snippets do not offer direct feedback on the search capabilities of design.google, the sheer volume and variety of topics covered, ranging from UX principles to specific case studies and design tools, underscore the importance of a well-functioning search feature. If users encounter difficulties in locating specific articles, guides, or podcasts they are seeking, they might become frustrated and ultimately disengage from the website. Therefore, conducting usability testing focused specifically on the search functionality would be beneficial. Gathering feedback from users on their experience of trying to find particular types of content or information on specific design topics would provide valuable insights into the current search performance. Based on the findings of such testing, improvements could be implemented to the search algorithm, the available filtering options, or the overall user interface of the search results page. Enhancing the search functionality would significantly improve the discoverability of content, allowing users to more efficiently access the resources they need and thereby enhancing their overall experience with the Google Design website.

The depth of information provided on specific UI/UX topics on the Google Design website is another area that could be further examined. While the platform undoubtedly offers a wealth of valuable insights and perspectives on a broad range of design-related subjects , its primary function as an editorial platform might mean that it does not always delve into the granular details of fundamental UI/UX principles and techniques in a structured educational format. The website excels at showcasing Google's design thinking, processes, and the stories behind its products. However, a user who is actively seeking step-by-step guidance on how to apply specific UI/UX techniques or a comprehensive explanation of foundational design principles might find that the information provided, while insightful, lacks the structured depth required for learning purposes. In such cases, users might need to supplement their learning by consulting other resources, potentially even within Google's own offerings, such as the Google UX Design Certificate available on Coursera. To address this, the Google Design website could consider expanding its offerings to include dedicated sections or resources that provide more structured educational content on core UI/UX principles and techniques. This could take the form of beginner-friendly guides, in-depth tutorials, or curated collections of articles specifically organized by topic. Furthermore, clearly linking to the Google UX Design Certificate for users who are interested in a more comprehensive and structured educational experience could further enhance the website's value as a learning resource. By offering a blend of insightful editorial content and more structured educational materials, the Google Design website could cater to a wider audience, including both those seeking inspiration and those actively looking to acquire or deepen their knowledge of UI/UX design.

Finally, ensuring consistency in navigation and design patterns across all sections of the Google Design website is crucial for maintaining a cohesive and user-friendly experience. While the provided snippets do not offer specific details regarding any inconsistencies on design.google, it is a common challenge for large websites with diverse content and potentially multiple contributors to maintain a uniform look and feel. The provided material itself emphasizes the fundamental importance of consistency in design for enhancing usability. Inconsistent navigation, where menus or links behave differently in various parts of the site, or disparate design patterns for similar elements can lead to user confusion and a less professional perception of the website. To address this potential issue, a thorough UI/UX audit of the entire design.google website would be beneficial. This audit would aim to identify any instances of inconsistency in navigation patterns, visual elements, or interaction design. Following such an audit, the development and implementation of a comprehensive style guide or design system, if one does not already exist publicly, would be a valuable step towards ensuring a more unified and coherent user experience across all sections of the website. A consistent UI and UX create a more predictable and trustworthy environment for users, making it easier for them to navigate the site, understand its content, and ultimately achieve their goals, leading to greater overall satisfaction with the platform.

**4. Alignment with Software Engineering and Usability Design Principles**

The Google Design website's content and overall structure appear to strongly reflect the principle of integrating usability measurements as a continuous consideration throughout the design lifecycle. The platform consistently features numerous articles and resources that are directly related to user experience (UX) and accessibility. This ongoing production and highlighting of content centered around these topics suggests a deep and continuous commitment to user-centered design principles within Google's design culture. By dedicating significant editorial space to discussions on how to design for accessibility and how to evolve applications with a focus on user needs, Google demonstrates that usability is not an isolated activity but rather an integral aspect of their entire design process. This continuous emphasis on UX and accessibility on their own design platform serves as a testament to the importance they place on these principles and encourages their audience to adopt a similar mindset in their own design endeavors.

The website also effectively showcases the iterative nature of design through various case studies and articles that highlight prototyping techniques. For instance, the platform features content such as "Techniques for prototyping machine learning systems across products". Additionally, the article titled "Sprinting Ahead" discusses the methodology of Design Sprints, which inherently involve the creation and testing of prototypes in an iterative manner. The inclusion of such content on the Google Design website demonstrates a clear understanding and promotion of iterative design and prototyping as fundamental elements of the user experience design process. By sharing their experiences and methodologies related to these techniques, Google encourages designers to adopt similar iterative approaches in their own work, emphasizing the value of continuous refinement based on feedback and testing.

The principle of design rationale, which emphasizes the importance of explaining the reasoning behind design decisions, is also well-represented on the Google Design website. The "About" page of the platform explicitly states that its content "begins with conversations: we want to give you a window into the way designers think". Furthermore, many articles featured on the website often include direct quotes from designers and delve into the "people and stories behind the products". This focus on providing insights into the thought processes and motivations of the designers at Google directly aligns with the principle of documenting and communicating design rationale. By offering context and explanations for their design choices, Google helps others understand the "why" behind effective design solutions, fostering a deeper understanding of design principles and practices within the community.

While the provided snippets do not explicitly mention whether the Google Design website directly references specific established design rules and principles such as Shneiderman's 8 Golden Rules or Norman's 7 Principles, the platform's overarching focus on usability and the promotion of good design practices strongly suggests an implicit adherence to such guidelines. The provided material highlights these principles as foundational for creating effective user interfaces. Given Google's position as a leading force in the design industry, it is highly likely that the content presented on the website, as well as the website's own UI and UX, are informed by these fundamental design rules, even if they are not always explicitly cited. The overall quality and effectiveness of Google's design work, as showcased on the platform, likely stem from the application of these core design principles, contributing to the creation of user-friendly and intuitive experiences.

The concepts of verification (ensuring the product is designed correctly) and validation (ensuring the right product is designed) from software engineering and usability design are also implicitly addressed by the content on the Google Design website. The platform's strong emphasis on user research and the importance it places on understanding user feedback directly relate to the concept of validation – ensuring that the designs meet the actual needs and expectations of the users. By highlighting the methods and importance of gathering user insights, Google underscores the necessity of designing the right product. Furthermore, the website's extensive coverage of design systems like Material Design can be seen as relating to verification. These design systems provide a set of guidelines and components that ensure consistency and quality in the execution of designs, thereby helping to ensure that the product is designed correctly and adheres to established standards. While the website might not explicitly use the terms "verification" and "validation," its content strongly reflects the underlying principles by emphasizing the importance of understanding user needs and maintaining a high standard of design execution.

**5. Comparison with Other Google Design-Related Products**

To gain a more comprehensive understanding of the Google Design website, it is helpful to compare its UI/UX with that of other related Google products, specifically Google Sites and Google Web Designer. These platforms, while all connected to the broader theme of design, serve different primary purposes and cater to distinct target audiences, which is reflected in their respective user interfaces and user experiences.

Google Sites, accessible through sites.google.com, is designed as a user-friendly website builder aimed at enabling individuals, teams, and small businesses to create simple websites without requiring any coding knowledge. Its UI/UX is therefore heavily focused on simplicity and ease of use, targeting individuals who may not have a background in web design or development. The platform typically features a drag-and-drop interface, pre-designed templates, and straightforward tools for adding and arranging content such as text, images, and embedded media. The emphasis is on quickly creating functional and visually appealing websites without the complexities of coding or advanced design software.

In contrast, the Google Design website, design.google.com, functions as an editorial platform dedicated to showcasing Google's design work, sharing insights from its design teams, and exploring broader themes and trends within the design industry. Its target audience primarily consists of designers, developers, and anyone with a professional or personal interest in design. Consequently, its UI/UX is likely optimized for content consumption and exploration. The platform prioritizes readability, clear navigation through a potentially large volume of articles, podcasts, and other resources, and a visually engaging presentation of design concepts and case studies. While visual appeal is important for both platforms, Google Sites focuses on empowering users to create their own visuals easily, whereas Google Design focuses on showcasing high-quality design work and the thinking behind it.

Google Web Designer, found at webdesigner.withgoogle.com, is a more specialized tool focused on creating interactive HTML5 ads and other web content, primarily for business use. Its UI/UX reflects its technical nature, offering a more intricate interface with tools for animation, 3D design, and direct code editing (HTML, CSS, and JavaScript). The target audience for Google Web Designer is primarily designers and developers who need precise control over the creation of interactive and animated web advertisements and other dynamic web elements. Unlike Google Sites, which abstracts away much of the technical complexity, Google Web Designer provides a more hands-on environment for those with design and coding skills. While design.google aims to inspire and inform about design principles, Google Web Designer provides the practical tools to implement those principles, particularly in the realm of web advertising and interactive content.

The table below summarizes the key differences between these three Google platforms:

**Table 1: Comparison of Google's Design-Related Platforms**

| Platform Name | URL | Primary Purpose | Target Audience | Key UI/UX Focus |
| --- | --- | --- | --- | --- |
| Google Design | <https://design.google/> | Editorial platform showcasing Google's design work | Designers, developers, and anyone interested in design | Content consumption and discovery |
| Google Web Designer | <https://webdesigner.withgoogle.com/> | Tool for creating HTML5 ads and web content | Designers and developers (primarily for business use) | Control over design elements, animation, and code |
| Google Sites | <https://sites.google.com/> | Free, no-code website builder for creating simple websites | Individuals, teams, and small businesses | Simplicity and ease of website creation |

As evident from this comparison, each platform serves a distinct purpose and is tailored to a specific user group. Consequently, their UI/UX designs are optimized to meet the unique needs and expectations of their respective audiences. Understanding these differences is crucial for appreciating the specific role and design considerations of the Google Design website.

**6. Recommendations for Enhancements**

Based on the analysis, several enhancements could be considered to further improve the UI and UX of the Google Design website.

To address the potential confusion regarding Google's various design-related platforms, it would be beneficial to improve clarity on the Google Design platform ecosystem. One approach could be to add a dedicated section or page directly on design.google that clearly explains the purpose and target audience of each of Google's main design-related platforms, including Google Design itself, Google Web Designer, Google Sites, and potentially even Material Design. This section should provide concise descriptions of what each platform is for and who it is intended to serve. Furthermore, including clear and direct links to each of these platforms would enable users to easily navigate to the appropriate tool or resource based on their specific needs, whether it's learning about design principles, utilizing a web design tool, or building a simple website. This central point of information would significantly enhance the overall user experience by providing a clear roadmap to Google's diverse design offerings and reducing potential user frustration caused by uncertainty about which platform to use.

To ensure that users can efficiently find the wealth of information available on the Google Design website, conducting usability testing specifically focused on the search functionality is highly recommended. These tests would involve observing users as they attempt to find specific content on the website using the search feature, gathering feedback on their experience, and identifying any pain points or areas for improvement. Based on the insights gained from this testing, enhancements could be implemented to the search algorithm to improve the relevance of results, to the filtering options to allow for more refined searches, or to the user interface of the search results page to make it more intuitive and easier to navigate. Ensuring that users can easily and quickly locate the information they need is paramount for the success of a content-heavy platform like Google Design, as it directly impacts user engagement and satisfaction.

While the editorial content on the Google Design website is undoubtedly valuable, considering the addition of more structured educational content could further enhance its utility, particularly for individuals looking to learn or deepen their understanding of UI/UX design. This could involve creating dedicated sections or resources that offer beginner-friendly guides, in-depth tutorials, or curated collections of articles organized by fundamental UI/UX principles and techniques. For users seeking a more comprehensive and formal educational experience, clear links and recommendations to the Google UX Design Certificate offered on Coursera could be provided. By offering a blend of inspirational editorial content and more structured learning resources, the Google Design website could cater to a broader audience, from seasoned professionals seeking insights to newcomers looking to enter the field.

Finally, to ensure a consistent and seamless user experience across the entire Google Design website, performing a comprehensive UI/UX audit is recommended. This audit would involve a thorough review of all sections of the website to identify any inconsistencies in navigation patterns, visual elements, or interaction design. Following the audit, the development or refinement of a comprehensive style guide or design system (if one doesn't already exist publicly) would be crucial for establishing clear standards and ensuring a more unified and coherent user experience across all aspects of the platform. Consistency in UI and UX is a fundamental principle of usability, contributing to a more predictable, trustworthy, and ultimately satisfying experience for users.

**7. Conclusion**

In summary, the Google Design website stands as a valuable editorial platform showcasing the breadth and depth of design at Google. It effectively leverages a visually appealing aesthetic, a well-organized content structure, and a likely intuitive navigation system to engage its audience. The platform's commitment to accessibility is also a significant positive aspect. However, there are areas where improvements could further enhance its UI and UX. Clarifying the purpose of Google's various design platforms, optimizing the search functionality, considering the addition of more structured educational content, and ensuring greater consistency across the website are all potential avenues for enhancement.

The principles of user-centered design, as highlighted in the provided material on software engineering and usability design, remain paramount in creating effective digital experiences. Continuous attention to user needs, iterative refinement based on feedback, and a commitment to established design principles are crucial for any platform aiming to inform, inspire, and engage its audience. While the Google Design website already embodies many of these principles, a continued focus on optimizing its UI and UX will undoubtedly contribute to its ongoing success as a leading resource in the design community.

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