



IN230-UNIT 2

USER EXPERIENCE DESIGN JOBS

SHORT OVERVIEW

- User experience (UX) designers focus on the experience that users have while using products like websites, apps, and physical objects. UX designers make those everyday interactions useful, enjoyable, and accessible.

- User experience (UX) designers focus on the experience that users have while using products like websites, apps, and physical objects. UX designers make those everyday interactions useful, enjoyable, and accessible. In the first part of this course, you will be introduced to the world of UX and the factors that contribute to great user experience design. You will understand the job of a UX designer and teams that UX designers often work with. Finally, you will also get to know more about the expectations of the Google UX Design Certificate.
 - Discuss common job responsibilities of entry-level UX designers.
 - Review teams that UX designers often work with.
 - Define the field of UX and explain its importance for consumers and businesses.

UNIT 2 OVERVIEW AND OUTCOMES

Course Outcomes:

IN230-1: Explain foundational concepts in UX design, including user-centered design, the design process, accessibility, and equity-focused design.

UNIT 2 READING

- **Qwiklabs Course: Foundations of User Experience (UX) Design**

- **Module: Introducing user experience design**

- **Videos:**

- Dane – A day in the life of an entry-level UX designer
- Specialists, generalists, and T-shaped designers
- Erika – Generalist or specialist designer
- Work in a cross-functional team
- UX design jobs at different types of companies
- From certificate to career success
- Juan – A UX design career journey
- Mike – A UX design career journey
- Wrap-up: Introducing user experience design

- **Readings:**

- The role of a beginner UX designer
- Interact with cross-functional teammates
- The influence of company size and industry
- Glossary

UNIT 2 LEARNING ACTIVITIES



Qwiklabs Course: Foundations of User Experience (UX) Design



Module: Introducing user experience design



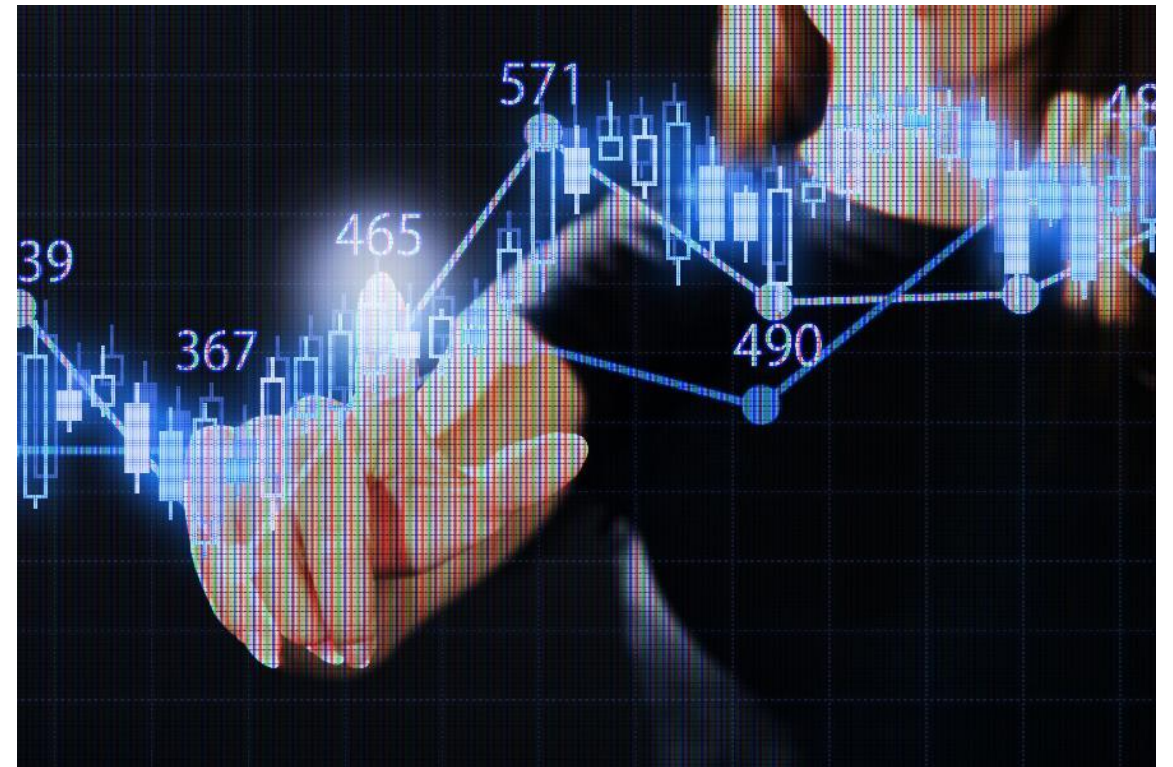
Learning Activities:

Practice Quiz: Test your knowledge of the roles you can pursue in UX design

Graded Quiz: Weekly challenge 1: The basics of user experience design (a score of 80% or higher is required by Google for your certificate, in addition to the Unit 2 Assignment requirement)

UNIT 2 DISCUSSION

- **Topic: Share your goals as a UX designer**
- Everyone's goals as a UX designer are different, so think about what's most important to you when choosing a place to work. Discuss the following questions:
 - Do you enjoy a lot of structure and processes, or do you prefer to define your own work and schedule?
 - Do you value working on a big team, or are you more comfortable working alone?
 - Do you want to focus mainly on UX design, or are you interested in broadening your skill set?
- Consider your career goals and how you work best. Which type of role and setting do you plan to pursue?
- Please include a written response of one to two paragraphs (100-200 words). Be sure to include at least one reference (Qwiklabs is fine) with your initial post. Then, check out what other learners have written and comment on at least two of their posts.



UNIT 2 ASSIGNMENT

- Introduction
- **Unit 2 Assignment: The Basics of User Experience Design**
- **Outcomes addressed in this activity:**
- **Unit Outcomes:**
 - Discuss common job responsibilities of entry-level UX designers.
 - Define the field of UX and explain its importance for consumers and businesses.
- **Course Outcome assessed:**
- **IN230-1:** Explain foundational concepts in UX design, including user-centered design, the design process, accessibility, and equity-focused design.



Purpose



The graded assessments in Qwiklabs are quizzes and/or hands-on activities. These assessments are meant to enhance your understanding of user experience design. They will also help to prepare you for the Google Certification at the end of the program.



This quiz will assess your knowledge of the basics of user experience design.



■ Instructions

■ Navigate to the Qwiklabs portal in this course and log in to the Google Certification course titled “Foundations of User Experience (UX) Design” to access the graded assessments. As a reminder, you should watch all videos, complete the readings, and complete the practice activities and quizzes before attempting the graded assessment.

1. Please **review the Unit 2 Assignment Rubric** (under Course Resources) before beginning this activity.
2. Complete the following graded assessment:
 - **Graded Quiz: Weekly challenge 1: The basics of user experience design**

REQUIREMENTS

- The graded assessments are timed and **must be passed with a score of 80% or higher**. You will have three attempts on graded quizzes within a 24-hour period and five attempts on graded hands-on lab assignments. The graded assessment **must be completed no later than 11:59 p.m. ET on Tuesday**, so plan your time accordingly if you need to retake the quiz or hands-on lab.
- Complete the following graded assessment:
- **Graded Quiz: Weekly challenge 1: The basics of user experience design**

DIRECTIONS FOR SUBMITTING YOUR ASSIGNMENT

Please take a screenshot(s) of the final score(s) you received on the graded Qwiklabs assessment you completed for this unit. Review [how to take a screenshot on a PC or a Mac](#) , as needed.

Place the screenshot(s) in a Microsoft Word Document and save your assignment document according to this convention:
IN230_Unit2_LastName_FirstName (use your own name of course).

Submit your completed assignment to the Unit 2 Assignment Dropbox by the deadline.



HAVE QUESTIONS?

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