




IN230-UNIT 3

GETTING TO KNOW COMMON TERMS, TOOLS, AND FRAMEWORKS IN UX DESIGN

SHORT OVERVIEW

- In this unit, you will be introduced to user-centered design and other common frameworks UX designers use on the job. You will learn about equity, accessibility, and cross-platform thinking in designing seamless user experiences.



- UX designers always put the user first. This unit will introduce you to user-centered design and other common frameworks that UX designers use on-the-job. You will also learn about the importance of equity and accessibility when designing. In addition, you will learn how to think across platforms to design seamless user experiences.

- Describe user-centered design.
- Explain how UX designers think across platforms.
- Understand equity-focused design.
- Describe the importance of assistive design.

UNIT 3 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 3 READING

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

- **Module: Thinking like a UX designer**

- **Videos:**

- Welcome to week 3
- Universal design, inclusive design, and equity-focused design
- The importance of equity-focused design
- User-centered design
- Assistive technology
- Elise – The importance of assistive technology
- Akhil – Thinking about users new to technology
- Get to know platforms
- Design for different platforms

- **Readings:**

- Who are my users?
- Optional – Additional resources on designing for accessibility
- Design Thinking: A UX design framework
- Designing cross-platform experiences
- Glossary

UNIT 3 LEARNING ACTIVITIES

Qwiklabs Course: Foundations of User Experience (UX) Design

Module: Thinking like a UX designer

Learning Activities:

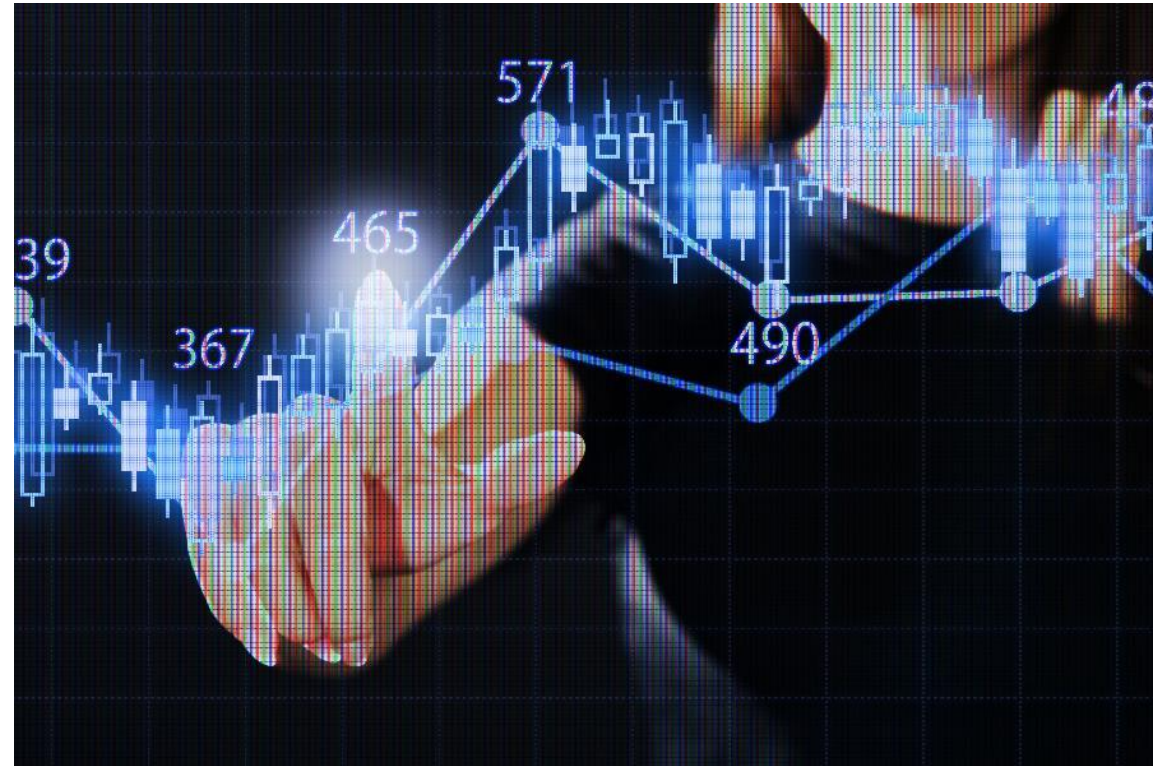
Practice Quiz: Test your knowledge of the roles you can pursue in UX design

Graded Quiz: Weekly challenge 2: Thinking like a UX designer (a score of 80% or higher is required by Google for your certificate, in addition to the Unit 3 Assignment requirement)

UNIT 3 DISCUSSION

■ Topic 1: Offline User Accessibility

- Review the article Offline UX design guidelines at <https://web.dev/articles/offline-ux-design-guidelines>. After reading the article, share your perspective in the discussion form. What surprised you? Were there any element you hadn't previously considered regarding accessibility for offline users and users with slow networks. How will you apply these concepts to your future designs?
- 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 3 ASSIGNMENT

- Introduction
- **Unit 3 Assignment: Thinking Like a UX Designer**
- **Outcomes addressed in this activity:**
- **Unit Outcomes:**
 - Describe user-centered design.
 - Explain how UX designers think across platforms.
 - Understand equity-focused design.
 - Describe the importance of assistive design.
- **Course Outcome assessed:**
 - **IN230-1:** Explain foundational concepts in UX design, including user-centered design, the design process, accessibility, and equity-focused design.



Purpose



This quiz will assess your knowledge of foundational terms and frameworks in UX design.



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.



■ 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 3 Assignment Rubric** (under Course Resources) before beginning this activity.
- 2. Complete the following graded assessment:
 - **Graded Quiz: Unit 2 Weekly Challenge 2: Thinking like a UX designer**

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: Unit 2 Weekly Challenge 2: Thinking like a UX designer**

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_Unit3_LastName_FirstName (use your own name of course).

Submit your completed assignment to the Unit 3 Assignment Dropbox by the deadline.



HAVE QUESTIONS?

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