



IN230-UNIT 8

DEFINING USER PROBLEMS

SHORT OVERVIEW

- In this unit, you will move from the empathize phase into the define phase of the design process. To define the problem your designs will solve, you will build a problem statement, a hypothesis statement, and a value proposition. Finally, you will explore how psychology and human factors influence design.

■ All of your work to empathize with users will help you define the problem that users are facing. In this unit, you will move from the empathize phase into the define phase of the design process. To define the problem your designs will solve, you will build a problem statement, a hypothesis statement, and a value proposition. Finally, you will explore how psychology and human factors influence design.

- Create problem statements
- Define user problems
- Define hypothesis statements
- Build a problem statement
- Determine a value proposition

UNIT 8 OVERVIEW AND OUTCOMES

Course Outcomes:

IN230-5: Prepare a design plan for a mobile app to showcase in a digital UX design portfolio.

UNIT 8 READING

- **Qwiklabs Course: Start the UX Design Process: Empathize, Define, and Ideate**

- **Module: Defining user problems**

- **Videos:**

- Welcome to week 3
- Create problem statements
- Define hypothesis statements
- Determine a value proposition
- Understand human factors
- Explore psychology principles that influence design
- Wrap-up: Defining user problems

- **Readings:**

- Define problem statements
- Optional – Learn more about defining user problems
- Define hypothesis statements
- Activity Exemplar: Build a problem statement and hypothesis statement for the CoffeeHouse project
- Activity Exemplar: Build a problem statement for your portfolio project
- Determine a value proposition
- Glossary

UNIT 8 LEARNING ACTIVITIES



Qwiklabs Course: Start the UX Design Process: Empathize, Define, and Ideate



Module: Defining user problems



Learning Activities:

Practice Activity: Build a problem statement and hypothesis statement for the CoffeeHouse project

Activity: Build a problem statement for your portfolio project

Practice Quiz: Test your knowledge on how psychology and human factors influence design

Graded Quiz: Weekly Challenge 3: Define user problems (a score of 80% or higher is required by Google for your certificate, in addition to the Unit 8 Assignment requirement)

UNIT 8 DISCUSSION

- **Topic: Psychology Influences User Behavior**
- Have you ever considered how psychology influences your behavior and engagement with products in everyday life? Thinking about this topic, please share one of your experiences on how a particular product's design provided a good user experience for you.
- 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 8 ASSIGNMENT

- **Unit 8 Assignment: Research in the Design Process**
- **Outcomes addressed in this activity:**
- **Unit Outcomes:**
 - Create problem statements
 - Define user problems
 - Define hypothesis statements
 - Build a problem statement
 - Determine a value proposition
- **Course Outcome assessed:**
- **IN230-5:** Prepare a design plan for a mobile app to showcase in a digital UX design portfolio.



Purpose



This quiz will assess your knowledge of hypothesis statements and user problems.



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.



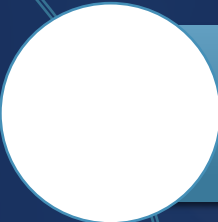
- Navigate to the Qwiklabs portal in this course and log in to the Google Certification course titled “Start the UX Design Process: Empathize, Define, and ideate” to access the graded assessments. As a reminder, you should watch all videos, complete the readings, and complete the practice quizzes before attempting the graded assessments.

1. Please **review the Unit 8 Assignment Rubric** (under Course Resources) before beginning this activity.
2. Complete the following graded assessment:
 - **Graded Quiz: Weekly Challenge 3: Define user problems**

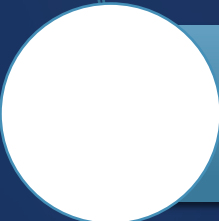
REQUIREMENTS

- 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 3: Define user problems**

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_Unit8_LastName_FirstName (use your own name of course).



Submit your completed assignment to the Unit 8 Assignment Dropbox by the deadline.



HAVE QUESTIONS?

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