Google UX Design Certificate

The Google UX Design Certificate is a highly interactive online program designed to prepare beginner learners for entry-level jobs in the user experience (UX) design field. The program was developed by Google and covers the fundamentals of UX design, including the following:

- Empathizing with users
- Defining user pain points
- Coming up with ideas for design solutions
- Creating wireframes, mockups, and prototypes
- Testing designs through usability studies
- Iterating on designs based on feedback

Equipment Needed: All learners must have a computer with reliable internet to access course content. Reliable internet access is necessary to complete hands-on course activities. Headphones are also a good option for a noisy environment.

SEMESTER PLAN:

Below includes a detailed guide for you to follow as you complete the course work. The goal is to keep you on track to finish your certificate within the allotted timeframe.

Expectations and Best Practices
Online learning allows for the flexibility of working at your own pace to meet a deadline, but it's helpful to establish a routine to stay on target and remember when work is due! Here's one that has worked well for students previously:

- **Monday/Tuesday**: Review all new material for the week and watch all assigned videos by end of day on Tuesday.

- **Rest of the week:** Complete work at your own pace. Aim to complete <u>at least</u> one task each day, no matter how large or small. With work, you may complete core coursework on Saturdays and Sundays. *Reminder:* To ensure you are actively participating, discussion posts may require you to post multiple times throughout the week.

- **Sunday:** Typically, weekly assignments are due at the end of the day on Sunday. Review that you have completed each assignment for that week.

Now that you have reviewed the coursework guidelines, please take a moment to review a general breakdown of each course, including estimates of how much time each may take based on the quantity and difficulty of the content. As you work though this plan, reach out to you professor with questions, concerns, and if you need clarifications.

COURSE 1: Foundations of User Experience (UX) Design

This is the first in a series of seven courses that will equip learners with the skills needed to apply to entry-level jobs in user experience design. This course will introduce the field of UX design, explore job opportunities and career paths within the field, review common job responsibilities of entry-level UX designers, and explore common research methods used in UX design.

Week 1

MODULE 1: Introducing user experience design (5 hours total module time)

In the first module of the course, learners are introduced to the world of UX and the factors that contribute to great user experience design. They learn the job of a UX designer and the teams that UX designers often work with. Learners also get to know more about the expectations of the Google UX Design Certificate.

> Module items
>
> - 18 videos
> - 13 readings
> - 1 self reflection
> - 2 practice quizzes
> - 1 graded quiz

MODULE 2: Thinking like a UX designer (5 hours total module time)

UX designers always put the user first. In this part of the course, learners are introduced to user-centered design and other common frameworks that UX designers use on the job. They also learn about the importance of equity and accessibility when designing. In addition, learners explore how to think across platforms to design seamless user experiences.

> Module items
>
> 2 discussion prompts
>
> 1 interactive plug-in
>
> 4 practice quizzes
>
> 1 graded quiz

Week 2

MODULE 3: Joining design sprints (5 hours total module time)

UX designers often participate in design sprints to define the direction of a product. In this part of the course, learners explore the world of design sprints, including the phases of a design sprint and how to plan and participate in one. They also learn about retrospectives, which is a way to constructively reflect on a design sprint and identify areas of improvement to implement next time.

> Module items

- 10 videos
- 3 readings
- 2 self-reflections
- 3 practice quizzes
- 1 graded quiz

MODULE 4: Integrating research into the design process (6 hours total module time)

It's the job of UX designers to put the user front and center in everything they do. In this part of the course, learners explore the role of research in the design process to better understand and empathize with users. They also learn about the benefits and drawbacks of common UX research methods. And, learners identify and account for biases that can arise when conducting research.

Module items

- 10 videos
- 6 readings
- 1 activity
- 2 practice quizzes
- 1 graded quiz

COURSE 2: Start the UX Design process; Empathize, Define, Ideate

In this course, learners complete the first phases of the design process for a project that they will be able to include in their portfolio. They learn how to empathize with users and understand their pain points, define user needs using problem statements, and come up with solutions to those user problems.

Week 3

MODULE 1: Empathizing with users and defining pain points (11 hours total module time)

Learners begin the design process for a new portfolio project: a mobile app. This part of the course focuses on empathizing with users, which is the first phase of the design process. Learners draft research questions, build empathy maps, and create personas. The hands-on activities are designed to help learners understand user perspectives and pain points.

Module items

- 10 videos
- 14 readings
- 3 activities
- 2 practice quizzes
- 1 graded quiz

MODULE 2: Creating user stories and user journey maps (5 hours total module time)

In this part of the course, learners continue to empathize with users of the mobile app they will later design. Learners craft user stories and develop user journey maps. They also learn about the importance of considering accessibility when empathizing with users.

Module items

- 8 videos
- 7 readings
- 3 activities
- 1 graded quiz

Week 4

MODULE 3: Defining user problems (5 hours total module time)

In this part of the course, learners move from the "empathize" phase into the "define" phase of the design process. To define the problem their designs will solve, learners build a problem statement, a hypothesis statement, and a value proposition. In addition, they explore how psychology and human factors influence design.

Module items

- 7 videos
- 7 readings
- 2 activities
- 3 practice quizzes
- 1 graded quiz

MODULE 4: Ideating design solutions (8 hours total module time)

Learners move into the third phase of the design process: ideate. Learners consider everything they've learned about the users they're designing for to brainstorm ideas for design solutions. To come up with ideas for design solutions, learners conduct a competitive audit and complete design activities.

Module items

- 14 videos
- 10 readings
- 2 activities
- 2 practice quizzes
- 1 graded quiz

COURSE 3: Build Wireframes and Low-Fidelity Prototypes

In this course, learners continue to design a mobile app for a professional UX portfolio. They start by creating storyboards and getting familiar with the basics of drawing. Then, they create paper wireframes and digital wireframes using the design tool Figma. Learners also create a paper prototype and a digital low-fidelity prototype in Figma.

Week 5

MODULE 1: Storyboarding and wireframing (9 hours total module time)

Learners start by learning how to use research findings to inform ideation during the design process. Next, they create two types of storyboards: big picture and close-up. Then, they draw their first wireframes and explore the benefits of wireframing. At this point in the design process, learners should have many ideas for designs that address real user needs. The next step is refining those ideas, and wireframing can help learners do that.

Module items

- 14 videos
- 13 readings
- 1 self reflection
- 5 activities
- 3 practice quizzes
- 1 graded quiz

MODULE 2: Creating paper and digital wireframes (6 hours total module time)

Learners draw wireframes for a mobile app. First, they draw wireframes on paper. Then, they transition to digital wireframes in the design tool Figma. They learn directly from Figma about how to best use their tool. Finally, learners apply Gestalt Principles like similarity, proximity, and common region to their wireframes.

Module items

- 10 videos
- 7 readings
- 3 activities
- 2 practice quizzes
- 1 graded quiz

MODULE 3 Building low-fidelity prototypes 8 hours total module time Learners have now gone through the first three stages of the design process: empathize, define, and ideate. Now, they enter the fourth stage of the design process: prototype. First, learners create a paper prototype of a mobile app. Then, they transition to a digital low-fidelity prototype in Figma. In addition, they explore ways to recognize potential bias in their designs and learn how to avoid deceptive patterns.

Module items

- 13 videos
- 13 readings
- 2 activities
- 2 practice quizzes
- 1 graded quiz

Course 4: Conduct UX Research and Test Early Concepts

In this course, learners explore how to plan and conduct a usability study to gather feedback about designs. Then, they modify their low-fidelity designs based on insights from their research.

Week 6

MODULE 1: Planning UX research studies (8 hours total module time)

In this part of the course, learners plan their own UX research study. There are seven elements that a research plan should include: the project background, research goals, research questions, key performance indicators, methodology, participants, and a script or set of questions. Learners explore each of these elements in detail and create their own research plan to test the designs they developed in the previous course. They also learn how to respect user privacy and data when conducting UX research.

Module items

- 14 videos
- 15 readings
- 5 activities
- 4 practice quizzes
- 1 graded quiz

MODULE 2: Conducting research with usability studies (5 hours total module time)

Conducting research with participants to get feedback about designs is critical. In this part of the course, learners conduct a usability study, which is a research method that assesses how easy it is for participants to complete core tasks in a design. Learners also explore how to reduce bias and be inclusive when conducting usability studies and take notes while observing participants in a usability study.

Module items

- 18 videos
- 6 readings
- 1 activity
- 5 practice quizzes
- 1 graded quiz

Week 7

MODULE 3: Analyzing and synthesizing research results (4 hours total module time)

After conducting a usability study, learners should have a lot of feedback from participants. In this part of the course, learners analyze and synthesize all of the feedback from their research. They gather data and observations in one place, organize the data using an affinity diagram, find themes, and come up with actionable insights.

Module items

- 8 videos
- 5 readings
- 3 activities

- 2 practice quizzes
- 1 graded quiz

MODULE 4: Sharing research insights for better designs (5 hours total module time)

Learners are now ready to share and promote the insights from their research. In this part of the course, they learn techniques for presenting insights to various audiences and improve their presentation skills to grab an audience's attention. In addition, they iterate on their designs, which means making revisions to create new-and-improved designs based on insights from their research.

Module items

- 9 videos
- 7 readings
- 2 activities
- 1 practice quiz
- 1 graded quiz

COURSE 5: Create High-Fidelity Designs and Prototypes in Figma

In this course, learners follow step-by-step tutorials to learn how to create high-fidelity designs in Figma, a popular design tool. Then, they turn those designs into an interactive prototype that works like a finished product. Learners conduct research to collect feedback about their designs and make improvements. Finally, they learn how to share designs with development teams and highlight their work in a professional UX portfolio.

Week 8

MODULE 1: Starting to create mockups (15 hours total module time) Visual design is how a product or technology appears to users. In this part of the course, learners start to create mockups, which are high-fidelity designs that represent a final product. To create mockups, learners use visual design elements, like typography, color, and iconography. Elements are often arranged into layouts using methods like grids, containment, and negative space. Learners apply all of these visual design learnings to build on the mobile app designs they've been working on throughout the certificate program.

Module items

- 16 videos
- 24 readings

- 7 activities
- 5 practice quizzes
- 1 graded quiz

MODULE 2: Apply visual design principles to mockups (7 hours total module time)

In this part of the course, learners use visual design principles to refine mockups. First, they use emphasis to guide users to the most important parts of a page. Next, they apply hierarchy, scale, and proportion to organize the elements on each page of their app. Then, they consider unity and variety to help elements of their app function together or stand out. Finally, they revisit Gestalt Principles like similarity, proximity, and common region to help users interpret their designs easily.

Module items

- 8 videos
- 11 readings
- 2 activities
- 5 practice quizzes
- 1 graded quiz

Week 9

MODULE 3: Exploring design systems (4 hours total module time)

In this part of the course, learners are introduced to the parts of—as well as the benefits of using— a design system. They examine various companies' design systems and get an opportunity to use them in their own mockups. Learners also explore how to use and create sticker sheets in Figma.

Module items

- 9 videos
- 5 readings
- 1 activity
- 3 practice quizzes
- 1 graded quiz

MODULE 4: Participating in design critique sessions (3 hours total module time)

Giving, receiving, and implementing feedback is a necessary part of the UX design process. In this part of the course, learners explore effective methods for giving and receiving feedback. They also learn about design critique sessions, which will be an important part of their first job as a UX designer. Finally, learners explore how to turn feedback into actionable steps that they can take to revise designs.

Module items

- 10 videos
- 2 readings
- 1 activity
- 2 practice quizzes

- 1 graded quiz

Week 10

MODULE 5: Creating high-fidelity prototypes (3 hours total module time)

Learners are ready to build high-fidelity prototypes in Figma! Following six steps, learners turn their mockups into a prototype that's ready for testing. In addition, they explore two new concepts, gestures and motion, which can help enrich the user experience and increase the usability of prototypes.

Module items

- 9 videos
- 4 readings
- 3 practice quizzes
- 1 graded quiz

MODULE 6: Testing and iterating on designs (7 hours total module time)

Now that learners have a high-fidelity prototype, it's time to test their designs. To get started, learners conduct a usability study to test their high-fidelity prototype of a mobile app. They analyze study feedback to come up with actionable insights and iterate on their designs. Then, they learn how to hand off designs to engineers for production. Finally, they turn everything they've learned about user research, ideation, wireframes, designs, and prototypes into a case study for a professional UX portfolio.

Module items

- 12 videos
- 12 readings
- 4 activities
- 4 practice quizzes
- 1 graded quiz

COURSE 6: Responsive Web Design in Adobe XD

In this course, learners design a responsive website using Adobe XD, a popular design tool. Learners complete the design process from beginning to end: empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback. By the end of this course, learners will have a new design project to include in a professional UX portfolio. In addition, learners explore how to search for entry-level UX design jobs, create a resume that highlights their skills and accomplishments, and build a professional portfolio website.

Week 11

MODULE 1: Empathize with the user and define the user problem (9 hours total module time)

To create a responsive website, learners follow the steps of the UX design process: empathize, define, ideate, prototype, and test. In this part of the course, learners complete the "empathize" and "define" phases. In addition, they begin to explore Adobe XD, a popular design tool that they will use throughout this course.

Module items

- 12 videos
- 15 readings
- 4 activities
- 3 practice quizzes

MODULE 2: Ideate solutions to the learner's problem (5 hours total module time)

Learners' responsive website design projects are underway. In this part of the course, learners move into the "ideate" phase of the design process. To come up with ideas for design solutions, they conduct a competitive audit, complete the "How Might We" activity, and sketch ideas using "Crazy Eights." They also learn about the importance of information architecture and sitemaps when it comes to designing websites.

Module items

- 9 videos
- 8 readings
- 2 activities
- 3 practice quizzes
- 1 graded quiz

Week 12

MODULE 3: Create wireframes (7 hours total module time)

After they've empathized with users, defined the user problem to solve, and begun to ideate possible solutions, it's time for learners to bring their ideas to life in wireframes. Their responsive website will have different layouts, depending on the device and screen size they're designing for, so they will create several different wireframes. First, learners explore common website layouts and create paper wireframes. Next, learners get to know a few elements and components that are commonly used in responsive website design. Then, they transition to creating digital wireframes in Adobe XD. Finally, learners update and refine their wireframes to enhance accessibility.

Module items

- 12 videos
- 13 readings
- 4 activities
- 1 graded quiz

MODULE 4: Create and test a low-fidelity prototype (6 hours total module time)

Now it's time to build, test, and iterate on a low-fidelity prototype. First, learners explore how to build a low-fidelity prototype in Adobe XD. They get feedback about their prototype by planning and conducting a usability study. Then, learners make changes to their low-fidelity designs based on insights from their research.

Module items

- 9 videos
- 12 readings
- 4 activities
- 3 practice quizzes
- 1 graded quiz

COURSE 7: Design a User Experience for Social Good and Prepare for Jobs

In this course, learners design a dedicated mobile app and a responsive website focused on social good. Learners complete the design process from beginning to end and showcase all that they've learned during the certificate program: empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback. By the end of this course, learners will have a new cross-platform design project to include in a professional UX portfolio.

This course also prepares learners to land their first job as a UX designer. Learners explore how to interview for entry-level UX design positions. They get tips from Googlers based on their own interview experiences and their unique perspectives as hiring managers. And, they polish the professional UX portfolio they've been building throughout the program so that it's ready for job applications.

Week 14

MODULE 1: Starting the UX design process: Empathize, define, ideate (13 hours total module time)

Learners design a dedicated mobile app and a responsive website focused on social good that showcases everything they've learned in the program. To get started, they learn about designing across devices by exploring progressive enhancement and graceful degradation approaches and the 4Cs. With all of this new knowledge, they begin their portfolio project. Learners start with the "empathize" phase, where they create personas, user stories, and user journey maps. Then, they move on to the "define" phase, where they identify the user needs their project will focus on and build a problem statement. Finally, they make their way into the "ideate" phase, where they conduct a competitive audit and come up with ideas for a dedicated mobile app design through sketching.

Module items

- 19 videos
- 19 readings
- 6 activities

- 7 practice quizzes
- 1 graded quiz

MODULE 2: Creating wireframes and low-fidelity prototypes (9 hours total module time)

In this part of the course, learners take everything they've learned about the user problem they're trying to solve and come up with a basic version of a dedicated mobile app. Learners start by creating paper wireframes to come up with ideas. They take the best of these paper wireframes and create digital wireframes in Figma or Adobe XD. Next, learners turn their digital wireframes into a low-fidelity prototype. Then, they plan and conduct a usability study to get feedback about their low-fidelity prototype and make changes to their designs based on insights from their research.

Module items

- 11 videos
- 14 readings
- 5 activities
- 4 practice quizzes
- 1 graded quiz

Week 15

MODULE 3: Creating mockups and high-fidelity prototypes (15 hours total module time)

In this part of the course, learners create mockups for a dedicated mobile app that incorporate visual design elements and principles. Along the way, learners save elements and components in their design system that they'll be able to reuse when they design a responsive website in the next part of the course. Then, they turn mockups into a high-fidelity prototype. Finally, learners have the option to plan and conduct a usability study to gather feedback about their high-fidelity prototypes. By the end of this part of the course, learners' dedicated mobile app designs will be complete, and they will be more than halfway done with their portfolio project.

Module items

- 6 videos
- 8 readings
- 5 activities
- 1 graded quiz

MODULE 4: Designing a complementary responsive website (11 hours total module time)

With completed designs for a dedicated mobile app, learners take what they learned about their product and users and apply that to design a responsive website for social good. To begin, learners explore how to design for different experiences and screen sizes. Next, they review the importance of information architecture and create a sitemap for a website. They also sketch ideas and potential layouts for their website. Learners create wireframes on paper, digitally, or both for different-sized screens. They develop a low-fidelity prototype and test it through a usability study. Then, learners move into high-fidelity designs, where they create mockups for different-sized screens for their responsive

website. Finally, learners create a high-fidelity prototype of their responsive website and test it one more time. By the end of this part of the course, learners will have a complete cross-platform design they can add to their online portfolio.

Module items

- 15 videos
- 14 readings
- 9 activities
- 6 practice quizzes
- 1 graded quiz

Week 16

MODULE 5: Build a professional presence (8 hours total module time)

As the digital world continues to expand, companies recognize that designing good user experiences is a necessity. This is why UX design is a high-growth and in-demand job field. The key to landing one of those UX design jobs is a strong portfolio and online presence. In this part of the course, learners start to create a portfolio to showcase their work. They also learn about the importance of having a personal brand and building an online presence.

Module items

- 14 videos
- 8 readings
- 6 activities
- 2 practice quizzes
- 1 graded quiz

MODULE 6: Finding a UX job (14 hours total module time)

In the final part of the Google UX Design Certificate, learners prepare to find a job as a UX designer. They start by making final adjustments to their portfolio to ensure it's ready to share in job applications. Next, they examine the UX design interview process and develop strategies to succeed in various interview components: pre-interview research, an elevator pitch, a phone screen, a portfolio presentation, a whiteboard exercise, a take home design exercise, and more. Finally, learners explore the world of freelancing by creating a business plan and learning how to land their first client.

Module items

- 24 videos
- 22 readings
- 6 activities
- 9 practice quizzes
- 1 graded quiz