



IN230-UNIT 1

INTRODUCING USER EXPERIENCE DESIGN

SHORT OVERVIEW

- Welcome to “Starting the User Experience (UX) Design Process,” the first course of the Google™ UX Design Certificate! By enrolling in this course, you are taking the first step to kickstarting your career in UX Design.

- As the digital world continues to expand, companies recognize that designing high-quality user experiences is a necessity, which 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, you will start to develop your personal brand online and network with UX design professionals.
 - Discuss the basics of user experience design
 - Identify and compare disciplines within UX.
 - Identify the factors that contribute to high-quality user experience design.
 - Write a professional introduction and brand statement for your UX design portfolio.
 - Apply storytelling and branding elements to a UX design portfolio.

UNIT 1 OVERVIEW AND OUTCOMES

Course Outcomes:

IN230-2: Explore job opportunities and career paths within the field of user experience.

GEL-1.02: Demonstrate college-level communication through the composition of original materials in Standard English.

UNIT 1 READING

- **Qwiklabs Course: Foundations of User Experience (UX) Design**
- **Module: Introducing user experience design**
- **Videos:**
 - Welcome to the Google UX Design Certificate
 - Michael – Get started in UX design
 - Introduction to Course 1: Foundations of User Experience Design
 - Welcome to week 1
 - The basics of user experience design
 - Jobs in the field of user experience
 - The product development life cycle
 - Design for a good user experience
 - Job responsibilities of entry-level UX designers

- **Readings:**
 - Begin the Google UX Design Certificate
 - Welcome to Course 1
 - Your UXD Portfolio Roadmap
 - Program surveys
 - Helpful tips to get started
 - User experience careers
 - The product development life cycle
 - Characteristics of a good user experience

UNIT 1 LEARNING ACTIVITIES

Qwiklabs Course: Foundations of User Experience (UX) Design

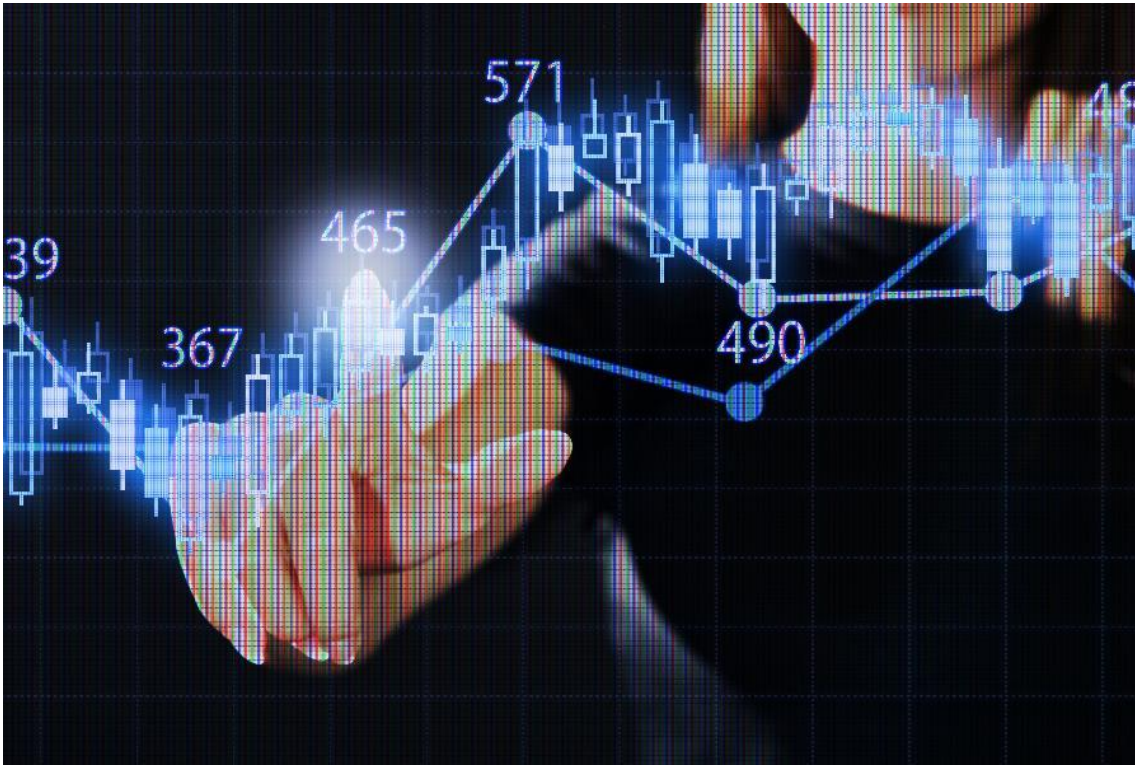
Module: Introducing user experience design

Learning Activities:

Activity: Identify good user experience

Activity Exemplar: Identify good user experience

UNIT 1 DISCUSSION



- **Topic 1: Reflecting on User Design Experiences**
- You are getting ready to start designing a new artifact such as a mobile or web app. Think about your own experience as a user of these types of artifacts. Describe an instance in which you experienced a good user design. Why was the app easy to use? Then, describe an instance in which you experienced poor user design. What was wrong in this case?
- 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 1 ASSIGNMENT

- Introduction
- **Unit 1 Assignment: Create your personal brand and About Me page for your portfolio**
- **Outcomes addressed in this activity:**
- **Unit Outcomes:**
 - Write a professional introduction and brand statement for your UX design portfolio.
 - Apply storytelling and branding elements to a UX design portfolio.
- **Course Outcomes:**
- **IN230-2:** Explore job opportunities and career paths within the field of user experience.
- **GEL-1.02:** Demonstrate college-level communication through the composition of original materials in Standard English.



Purpose



This writing assignment involves composing a highly developed and purposeful professional introduction and personal brand statement to include in your UX design portfolio.



Your personal brand is an essential way to demonstrate your unique value as a designer. When working as a UX designer, your personal brand gives others a sense of the designer behind your designs. You want to build a personal brand that showcases the type of work you want to do and your unique abilities for doing that work.



Don't worry, you don't need to have your personal brand all figured out just yet! We just want to get you started on developing your brand, so you can refine it as you discover more about yourself as a UX designer.

■ Instructions

■ Step 1: Access the template

■ Please use the [personal branding template](#) to help you begin this assignment. Answering the template questions should help you begin drafting your personal brand statement and “About Me” story.

■ Step 2: Answer the questions in the template

■ As you answer the questions in the template, you should begin to reflect on the ways your personality, unique skills, and values as a designer intersect with your public persona.

■ An effective way to present your brand is in the form of a personal statement — a one or two-sentence phrase that describes what you do and what you stand for. This template will help you focus on your personal brand statement. A personal statement is a great way to introduce yourself as a designer and can help you stand out from others.

■ Think of your personal statement as your tagline or slogan and keep it one or two sentences in length. Your personal statement communicates your brand and can be an important element in your portfolio.



Step 3: Reflect



Once you have completed the worksheet, reflect on what you learned about yourself. How might you incorporate some of these insights into your personal statement?



Step 4: Draft your personal brand statement



Your brand should be consistent everywhere you have a professional presence. For example, on your social media accounts, profiles on professional networking communities, your resume, and your business cards. In fact, one advantage of a good personal statement is that it usually can fit on a business card! We will help you set up accounts using platforms like LinkedIn and Behance later, so don't worry if these are not ready yet. But you can start by adding your brand statement to your portfolio website.

■ Step 5: Telling your "About Me" story

- Your personal statement often captures only a part of the story behind your brand which is why another important element of your portfolio website will be your About Me page. After all, your brand is about you.
- Your Personal Brand Template provided you with some good material for drafting an About Me page for your portfolio. You likely came up with several ideas for the statement when you describe yourself in a way that expresses your brand. Use your template answers to create a fuller description of your brand that you can write into your About Me page. *Your personal statement would be a great way to begin your About Me story!*
- For inspiration, explore a few examples of About Me pages from the portfolios of UX designers at Google provided below:
 - shabnamkashani.com/kashani-about
 - Draft your About Me page for your web portfolio in a new blank document.

- When writing your About Me page, consider your audience:
- Because this is a professional introduction, make sure your About Me story is presented in a well-organized, logical, and unified way and is written in Standard English (correct grammar, punctuation, and spelling). Use APA to cite any references or sources you mention.
- What do you think your potential employers and recruiters want to know about you? What are you hoping for them to learn about you? Here are some things you might include:
 - What kind of work do you do?
 - What you're passionate about, or things you value
 - What kind of work culture are you seeking?
 - Where you work currently, and if your job is in a related field
 - What types of teams have you worked on in the past? (remote, in-person, freelance)
 - Your credentials, like this certificate and any additional education
 - Any notable projects, clients, or awards
 - Your contact information, including your email address, links to your profiles on professional networking sites
 - A picture or two of yourself that captures and communicates your personal brand
- As you go through this program you will develop projects that you can include in your portfolio. Throughout your portfolio, let your designs tell the story and provide evidence of your talent.

■ **Step 6: Choosing fonts and a color scheme**

- For those creatives out there, choosing what fonts to use and determining a color scheme can be an especially fun part of the portfolio design process! Fonts and colors affect the look and feel of your portfolio website and have a strong influence on your user's experience.
- Here are some guidelines to follow:
 - Choose fonts and colors that are aligned with your personal brand.
 - Stick with no more than two fonts.
 - To maintain a professional style, select a small set of colors. To start, choose one or two primary colors and a couple of accent colors.
- Make sure you apply the same color scheme and fonts to all of your online profiles and your resume in addition to your portfolio. This will help you maintain consistency in your personal brand. Remember, you can always update your choices in the future.
- Please **review the Unit 1 Assignment Rubric** (see under Course Resources) before beginning this activity.

REQUIREMENTS

Create an About Me story in paragraph format in a separate Microsoft Word document (do not use the template).

Begin with your one-to two-sentence personal brand statement.

Maintain word count between 250 (minimum) and 300 words.

Present your About Me story in a well-organized, logical, and unified way.

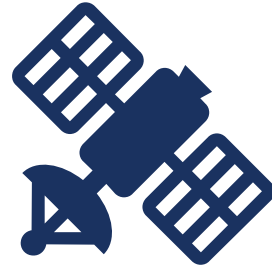
Present a clearly established and sustained viewpoint and purpose.

Present an original and insightful narrative.

Use appropriate fonts and colors to help convey your brand and story in a logical and unified way.

Format your document using APA style. Include a title page and, if appropriate, a reference page. For more information on APA style formatting, refer to the [Purdue Global Writing Center resources](#) and other resources in the Academic Tools area of this course.

Write in Standard English, including correct grammar, punctuation, and spelling.



Save your assignment as a Microsoft Word document according to this convention:
IN230_UnitI_LastName_FirstName (use your own name of course).

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

**DIRECTIONS FOR SUBMITTING
YOUR ASSIGNMENT**



HAVE QUESTIONS?

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