DSGN 103 : USER EXPERIENCE (UX) RESEARCH METHODOLOGIES

Transcript title

UX Research Methods

Credits

4

Grading mode

Standard letter grades

Total contact hours

40

Lecture hours

40

Recommended preparation

DSGN 104.

Course Description

Introduces students to methods for understanding their user in order to guide their design decisions. Emphasizes how to conduct user research using different research methodologies, the design of studies and interviews, and how to analyze research and present research findings. Teaches the fundamentals of user research methodologies.

Course learning outcomes

1. Identify different research methodologies and when to apply them
2. Create materials for different research methodologies including plans, surveys, and reporting recommendations
3. Analyze data and make appropriate design recommendations
4. Use UX-specific terminology to analyze work, and receive and provide feedback

Content outline

1. User-centered design
2. Design thinking
3. Business Requirements/Problem statements
4. Creating Surveys and Conducting Interview
5. User Research Analysis
6. Creating User Personas
7. Identifying Mental Models and Creating User Journeys
8. Creating Task Analysis and User Flows
9. Doing a Content Audit
10. Constructive critique: giving and receiving feedback between instructor and classmates

Required materials

Students will need to provide specific materials used in this course; please see the syllabus for a detailed list.