Course Outline

Foundations of User Experience Research for IT Professionals

Course Summary

Description

This training introduces students to best practices for design research so they can build more user-centric, relevant, intuitive, and successful interactive products. Students will learn methods for discovering user needs, their mental models, and workflow. These methods include observation, end-user interviews, product walk-throughs, card sorting, workflow and task analysis. The goal of UX/user research is to provide practical insights that you can translate into successful interactive products that meet the needs of your target audience.

Objectives

After taking this course, students will learn:

- Techniques for identifying study objectives and the key questions to ask to get the end user insights you need
- Selecting the best research method for your design research
- Developing a UX research study protocol
- Planning, logistics and implementation of usability research
- Designing ethical qualitative studies for IRB approval
- How UX/user research fits into popular methods such as “Design Thinking” and “Jobs to Be Done”

Topics

- General Skills
- Field Studies
- User Interviews
- Card Sorting
- Analyzing, Synthesizing, and Reporting insights

Audience

This course is designed for Front-end developers, Web designers, product managers, and others who are involved in the creation of interactive web sites and applications

Duration

One Day
Course Outline

I. General Skills
   A. Techniques for identifying study objectives and the key questions to ask to get the end user insights you need
   B. Selecting the best research method for your design research
   C. Developing a UX research study protocol
   D. Planning, logistics and implementation of usability research
   E. Designing ethical qualitative studies for IRB approval
   F. How UX/user research fits into popular methods such as “Design Thinking” and “Jobs to Be Done”

II. Field Studies
   A. User observation and walkthroughs
   B. How to do a task analysis
   C. Collaborative approaches for mapping the user experience around a workflow
   D. Practical approaches for using observations to gain a “360” view of the user’s world

III. User Interviews
   A. How to ask better and more deliberate questions when discovering user needs
   B. Moderating skills
   C. Developing rapport with a participant, gaining trust, and helping them feel at ease
   D. Techniques for keeping an interview conversational while maintaining control
   E. Crafting effective questions
   F. Leveraging projective techniques such as collaging in a user interview to get below “top of mind” thinking

IV. Card Sorting
   A. How to design, set up and run in-person and online card sorting
   B. Type of insights gained from a card sort, how to leverage them in a product design
   C. Debriefing with participants to uncover their “mental model” of the system in question
   D. Integrating a card sort into other usability research (e.g., into a usability study or interview)
   E. Techniques for analyzing and synthesizing insights from a card sort

V. Analyzing, Synthesizing, and Reporting insights
   A. Tools for unobtrusively collecting data during a session
   B. Leveraging technology to gather user data (e.g., automatic transcription)
   C. Simple and collaborative techniques for analyzing and synthesizing data from a study
   D. Introduction to qualitative data analysis software – a more complex (but powerful) tool
   E. How to communicate study results to your stakeholders in a compelling way
   F. How to organize and present results for translation into an intuitive and efficient user interface design

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