

## Foundations of User Experience Research for IT Professionals

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### 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

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### 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