# UX Research Orientation

Spring 2024

# Welcome to UX Research!

- High level research and managerial industry roles particularly popular among those in the social sciences, arts, and humanities

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  - Consulting firms
  - Market Research companies
  - Growth strategy businesses
  - Product based companies (tech and non-tech)

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- **Careers:** UX Research, UX Design, UI/UX,  Market Research, Consumer Insights, Customer Experience

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- There are no prerequisites for this course

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    - Some people might like also completing the Data Science bootcamp, but it is not necessary for this content

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- There are no prerequisites for this course

- **You must complete 3 projects and a final project summary to get a certificate**

# Welcome to UX Research!

**Kristina Knowles**
Head of UX Projects

**Office Hours:** as needed

**Email:** knowles.kristina@gmail.com

**Preferred Contact:** Slack

**Lindsay Warrenburg**
Lead UX Research Instructor

**Office Hours:** as needed

**Email:** lindsay@erdosinstitute.org

**Preferred Contact:** Slack

# Course Content

You'll learn everything you need to know to get a first UX job:

# Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research

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You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables

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- Interviewing

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- Sampling Theory

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- Survey Design

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- Sampling Theory
- Persona Research
- Product Design
- Survey Design
- A/B Testing

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- Persona Research
- Product Design
- Survey Design
- A/B Testing
- Exploratory Data Analysis

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- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research
- Product Design
- Survey Design
- A/B Testing
- Exploratory Data Analysis
- Statistical Analysis

# Course Content

## The [course page](#) is your home base

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## UX Research Boot Camp

### Spring 2024

**Feb 2, 2024  -  May 3, 2024**

**Withdraw**

You are registered for this program.

### Registration Deadlines

**Feb 2, 2024**  -  All Erdős Spring 2024 cohort members

### Category

Launch

### Overview

Welcome to the UX Research course! The lessons concentrate on research-related industry roles particularly popular among those in the social sciences, arts, and humanities: UX research and related fields, like market research and consumer insights.

There are three projects for this course. In order to receive a UX Research certificate, you must submit all 3 projects, as well as a final project summary. Details of these projects are below.
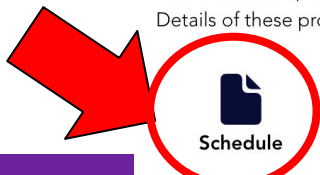
Schedule            Syllabus

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The Erdős Institute

## UX Research

### Spring 2024 Schedule

*To view any of the Erdős websites, you must be logged in to your [profile](#)*

| | | |
|---|---|---|
| **February 9, 12-1 PM ET** | **In-person lecture** | **In-Person Orientation** |
| **February 12, 5 PM ET** | **Deadline** | **Team Formation** Form is on your profile (or the course page) |
| February 12-16 | Self study | *Lessons 1-3:* **Research in Industry** **Market Research** **Industry Deliverables** |
| February 17- March 1 | Project work | Project 1: Product Diversification |
| **March 1, 5 PM ET** | **Deadline** | **Project 1: Product Diversification** Submit project on the course page |

# Course Content

- The week-to-week activity varies

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  - Some weeks are lecture based
  - Some weeks are project based

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- You will meet with your team every week on <u>Fridays from 12-1 PM ET</u>

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- You will meet with your team every week on <u>Fridays from 12-1 PM ET</u>
  - Form your team **here**

**UX Research Boot Camp (Spring 2024)**

Team/Project Formation

You are not yet a member of a project team for this program.

Create a new project/team or join an existing project/team (5 team members maximum).

Create a new team:

| Team/Group Name | Create |
|---|---|
| Proposed project description goes here | |

**OR** Join an existing team (5 team members maximum):

# Course Content

- The week-to-week activity varies

- You will meet with your team every week on <u>Fridays from 12-1 PM ET</u>

- Office Hours are every week on <u>Wednesdays from 4-5 PM ET</u>

# Course Content

- The week-to-week activity varies

- You will meet with your team every week on <u>Fridays from 12-1 PM ET</u>

- Office Hours are every week on <u>Wednesdays from 4-5 PM ET</u>
  - Lecture weeks: Lindsay
  - Project weeks: Kristina

# Lecture-Based Weeks

- Watch videos on your own (and take notes)

## Program Content

This course consists of 11 lessons on UX research, with a bonus lesson on how to find a job in UX research. The course is centered around 3 main projects. See more details on this below. This course is set up so you will watch the videos during some weeks and work on projects related to the video content the following weeks. You should meet with your team every week: they are your study group and project team.
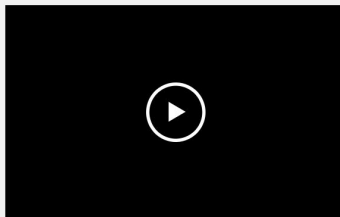
https://github.com/TheErdosInstitute/ux-research

### Filter by Topic

Select Topic

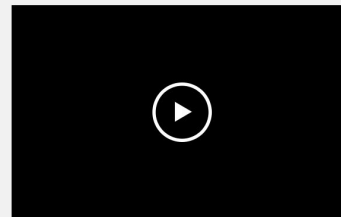**Lesson 1: Research in Industry**
UX Research

Quantitative Research, Qualitative Research, Secondary Research, Market Research, UX Research, CX Research
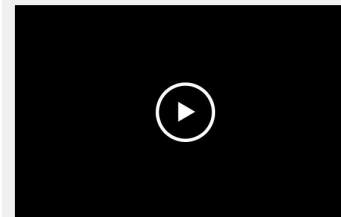
Slides

**Lesson 2: Market Research**
UX Research

Ansoff Matrix, Validating Market Opportunity, Competitive Analysis

Slides

**Lesson 3: Industry Deliverables**
UX Research

Product Development, Business Terms, Communicating Business Deliverables, White Papers, Executive Summaries, Dashboard, MVP, Agile

Slides

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- Use internet to look up more details if interested

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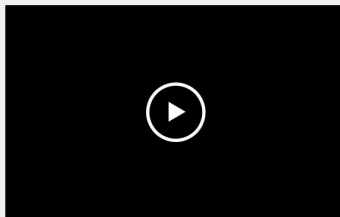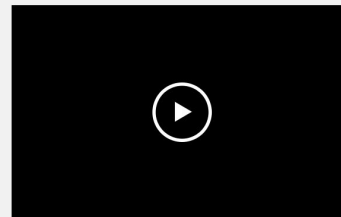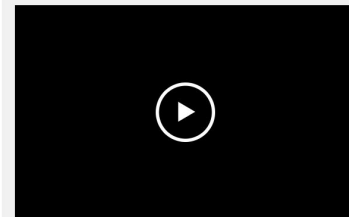
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| Lesson 1: Research in Industry | Lesson 2: Market Research | Lesson 3: Industry Deliverables |
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| UX Research | UX Research | UX Research |



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# Lecture-Based Weeks

- Watch videos on your own (and take notes)

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- Meet with team as a study group

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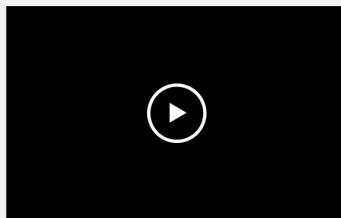
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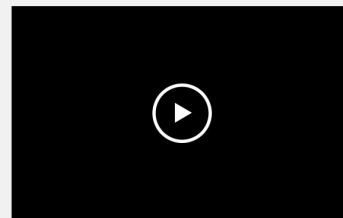
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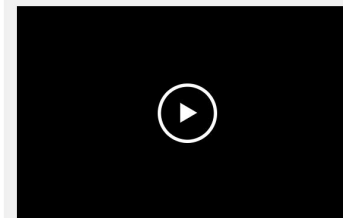**Lesson 2: Market Research**
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# Project-Based Weeks

- Each project will be based on the lectures from recent weeks

**Project/Homework Instructions**

There are three projects required for this course, as well as a final project summary. You must submit all 3 projects and the final project summary in order to receive a UX certificate. Please click the links for instructions for each project.

PROJECT INSTRUCTIONS
- Project 1: Product Diversification
- Project 2: Website Conversion
- Project 3: Voice of the Customer

FINAL PROJECT SUMMARY
- **Project Description:** a simple summary explaining your approaches to the 3 projects. Only needs to be 1-2 sentences for each project.
- **Executive Summary PDF:** this is one PDF combining all 3 projects. If you created a website, this can be screenshots of the website. This is what future employers will look at.
- **Project Video:** 1-5 min video introducing yourselves, your projects, and the type of roles you're looking for. This does not have to be a project summary the way the Data Science bootcamp video is. You can scroll through your website / executive summary to point to the project details, if you want, but no need to make it a formal presentation.
- **Supplemental Material URL (optional):** If you made a website for your projects, you can put it here.
- **GitHub (optional):** If you created code for the projects, you can put the GitHub link to the project repo here.
- **Project Slides PDF (optional):** If you have an additional PDF, you can put it here. Make sure you make it clear that this is supplementary material, so the future employers don't miss your main findings (Executive Summary PDF).

Project/Team Formation        Project Submission

# Project-Based Weeks

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- You will work with your team to complete these projects

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- These projects take time, but are your ticket to getting hired

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# Deadlines

- **February 12**     [Team Formation](Team Formation)

- **March 1**     [Project 1 (Product Diversification)](Project 1 (Product Diversification))

- **March 29**     [Project 2 (Website Conversion)](Project 2 (Website Conversion))

- **April 26**     [Project 3 (Voice of the Customer Analysis)](Project 3 (Voice of the Customer Analysis))

- **May 3**     [Final Project Summary](Final Project Summary)

# Questions?