

UX Research

Syllabus

Instructor Information

Names: Lindsay Warrenburg, Ph.D. & Kristina Knowles, Ph.D.

Preferred Form of Contact: The Erdős Institute Slack

Course Aim

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 on the course page.

Brief Overview of Content

The lectures will cover the following topics:

- Research in Industry
- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research
- Product Design
- Survey Design
- A/B Testing
- Exploratory Data Analysis
- Statistical Analysis
- Finding a UX Job

Course Information

Prerequisites

There are no prerequisites for this course. Prior data science knowledge is not assumed. Prior coding experience may be helpful, but is not required.

The Erdős Institute

Our GitHub Repository

The GitHub repo contains the slides and code for two lectures. You can find the link to this repository under the "Program Content" section of the course website.

To gain access to this GitHub repository, please add your GitHub URL to your Erdős Institute profile.

Course Format

This course contains 12 video lectures and 3 projects.

Lectures

All lectures will be given over Zoom and will be subsequently available on our course website. You are encouraged to meet with other people in the course by creating study groups.

Projects

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

- Project 1: Product Diversification
- Project 2: Website Conversion
- Project 3: Voice of the Customer
- Final Project Summary (which may be shown to future employers)
 - 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).

Final Note

We look forward to having you participate in the UX Research course! If you have any questions or concerns, do not hesitate to contact us on Slack. We do our best to answer promptly.