



UX Research

Asynchronous Syllabus

Instructor Information

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Preferred Form of Contact: The Erdős Institute Slack

Course Aim

This is a self-paced, asynchronous 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 mini-projects for this course. In order to receive a UX Research certificate, you must submit all 3 projects by **December 15, 2023**.

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.



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](#).

In order to gain access to this repository you need to:

1. Add your GitHub profile information to your Erdős Institute profile and
2. Then be granted repository access by our community manager

Course Format

This course contains 12 video lectures and 3 mini-projects.

Lectures

All lectures are available on our [course website](#). Because the course is asynchronous, there are no set meeting times for lectures. You are encouraged to meet with other people in the course by [creating study groups](#).

Mini-Projects

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

- Mini-Project 1: [Product Diversification](#)
- Mini-Project 2: [Website Conversion](#)
- Mini-Project 3: [Voice of the Customer](#)

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.