MART 374 UX Research Methods

MART 374 UX RESEARCH METHODS
Introduction to the essentials of user experience (UX) research. This class teaches the basics of user experience research methodology, planning, and execution with industry-standard tools, including docs, spreadsheets, study administering and data gathering software, prototypes, and presentation slides. Practical application of skills learned to inform product development and UX design are also covered. Grade Option (Letter Grade or Pass/No Pass). Degree Credit.

Units: 3

Hours/semester: 48-54 Lecture; 32-36 TBA; 64-72 Homework

Transfer Credit: CSU, UC