

# MART 374 UX Research Methods

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## **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

