COURSE SYLLABUS
User Research, 7.5 credits

Användarstudier, 7,5 högskolepoäng

Course Code:	TABG17	**Education Cycle:**	First-cycle level
Confirmed by:	Dean Feb 1, 2017	**Disciplinary domain:**	Technology (95%) and social sciences (5%)
Revised by:	Director of Education Aug 10, 2017	**Subject group:**	TE9
Valid From:	Aug 1, 2017	**Specialised in:**	G1N
Version:	2	**Main field of study:**	Informatics
Reg number:	JTH 2017/2906-313		

Intended Learning Outcomes (ILO)

After a successful course, the student shal

Knowledge and understanding
- display knowledge of how to discriminate between behavioral, attitudinal, qualitative and quantitative user research
- display knowledge of the processes and methodologies to properly and practically handle user research in a design or business context
- demonstrate comprehension of the role of user research in the design process
- demonstrate comprehension of the key ethical issues at the base of a sound user research approach

Skills and abilities
- demonstrate the ability to properly describe and discriminate between different methods for conducting user research and articulate their advantages
- demonstrate the ability to select one or more appropriate methodologies for the tasks at hand
- demonstrate the ability to discuss the role of user research in the context of a business strategy

Contents

The course introduces the students to user research concepts, methods and techniques as they are used throughout the design process to identify needs, behavioral patterns, and functionalities. It provides students with a basic understanding of the differences between interviews and surveys, cultural probes and ethnography, behavioral or attitudinal approaches, qualitative and quantitative methodologies, and practically illustrates how to turn user research results into communicable synthetic deliverables such as personas or user journeys.
The course also stresses the importance of culture and context in the practice of user research. The course includes the following parts:
- application of user research concepts and methodologies to real-world projects
- creation of deliverables such as personas, storyboards, and user journeys based on user research

- conducting user research in the context of team work and collaborative projects
- establishing useful and realistic research goals and objectives
- preparation of reports and present results of user research to stakeholders.

Type of instruction

Lectures and seminars. The teaching is conducted in English.

The teaching is conducted in English.

Prerequisites

General entry requirements and Mathematics 2a or 2b or 2c and English 6. Or: Mathematics B and English B (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

Final grading of the course is made by averaging the various test.
The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Written examination	4 credits	5/4/3/U
Seminars	3.5 credits	5/4/3/U

Course literature

Literature determines one month before the course starts.

Title: Understanding Your Users - A Practical Guide to User Research Methods (2015)
Publisher: Morgan Kaufmann
ISBN: 9780128002322