

UX Research Analytics

**UXP4401 | USER EXPERIENCE BACHELORS OF
SCIENCE**

In the UX Research Analytics Course students will learn best practices for analyzing user experience research data and making data-driven design recommendations.

UX RESEARCH ANALYTICS

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Building upon the research aspects of previous courses, UX Research Analytics students will explore the visualization of collected data.

COURSE OUTCOMES

Analyze data-collection methods used in a UX case study

Utilize industry-standard tools to visualize data

Present data-driven design recommendations in written and verbal formats

COURSE OUTCOMES

COURSE MATERIALS

- ▶ Laptop
- ▶ Microsoft Excel
- ▶ ChatGPT Data Analyst
- ▶ Figma
- ▶ Linked-in Learning
- ▶ O'Reilly Books Online

UX RESEARCH ANALYTICS

SKILLS DEVELOPMENT



ACADEMICS

UX Research Analytics prepares students for future courses user experience and design by introducing industry tools to visualize data to draw conclusions and make design-driven recommendations.



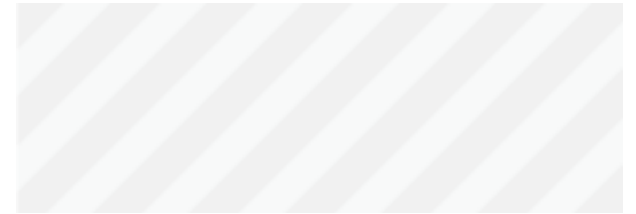
CAREER

UX Research Analytics assignments are designed to develop students written and verbal communication skills as they practice presenting their findings, making recommendations, and collaborating with peers.



PORTFOLIO

UX Research Analytics prepares students for success in **Project and Portfolio V: User Experience** where students will learn how UX fundamentals can be applied to support a positive cause.



UX RESEARCH ANALYTICS

WEEK ONE

This week students will visualize data using ChatGPT's Data Analyst chatbot and practice making recommendations to a technical audience.

WEEK THREE

Students will visualize data with Excel and conduct a competitive analysis of VR headsets. They will practice developing and communicating recommendations to a client.

WEEK TWO

Students visualize web traffic data using Google Analytics and practice making recommendations to a non-technical audience.

WEEK FOUR

During the final week, students will focus on qualitative data analysis and use Figma to visualize customer reviews from Starbucks. They will practice making recommendations to improve user experience based on the results of an empathy map and persona.

UX RESEARCH ANALYTICS

GRADE WEIGHTS

				GRADE WEIGHT
UX Case Study (5%), Data visualization, analysis and recommendations (17%)				22%
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		UX Case Studies (5%), Data visualization, analysis and recommendations (18%)		23%
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			GPS (10%)	10%
Week 1	Week 2	Week 3	Week 4	Total100%

OUT-OF-CLASS WORK

This course requires at least 40 hours of preparation and out-of-class work. Out-of-class activities are documented in this syllabus and include reading assignments, tutorials, skills practice, and homework. Consideration has been given to creating out-of-class work that will support students’ efforts to successfully complete this course while achieving course objectives and program learning outcomes.

