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Integrating research into the design process

You have been introduced to user experience design, gotten to know common terms, tools, and frameworks in UX design and the experiences you will have as part of a design sprint. Let's start to explore the world of UX Research. UX research focuses on understanding user behaviors, needs, and motivations through observation and feedback.

The first rule of UX design is that the user comes first. As you dive deeper into UX Research in this module, remember that it's your job to put the user front-and-center in everything you do as a UX designer. You'll explore the role of research in the design process to help you empathize with users. You'll also learn about the benefits and drawbacks of common UX research methods. Finally, you'll identify and account for biases that can arise when conducting research.

Up next is Emily, your instructor, who will speak to her experiences as a UX researcher.

