

Unit 1 Study Guide

Prepare for the Week

In this Unit, you'll need to find 3-4 target users to interview. We'll walk through the process of recruiting users for interviewing (and why you'll be interviewing them in the first place!) Basically, once you pick your topic at the end of Lesson 1, you can get a head start and send out an email or post to social media that you're looking to speak with volunteers about their experience in your topic area.

For example: "I am working to improve the pizza delivery experience. If you have ordered pizza within the last two months I would love to talk with you for 15-30 minutes. Please email me at me@gmail.com and we can find a time that is convenient." Again, we'll go through all of this in detail at the end of the unit.

As you go through the Unit, you'll encounter Project Activities.

- Be prepared to set aside time to do the Project Activity when you reach it in the slideshow.
- Unit projects are due on Tuesdays and Unit Projects include the Project Activity work you complete in the lessons.
- Expect to spend 8-10 hours on each Unit.

Key Concepts

Below are the key concepts covered in this unit. Fill in the definitions to help build your understanding.

Lesson 1

User Experience (UX)

Design Thinking

User Interface (UI)

Human-Centered Design

User-Centered Design

Personalization

Design Process

Iterative Design



User Experience Design Circuit

Lesson 1 (continued)

Interaction Design

Quantitative Research

Lesson 2

User Research

Qualitative Research

Product Research

Generative

Contextual Inquiry

Evaluative



Lesson 2 (continued)

Behavioral

Attitudinal

Feature Inventory

Surveys

Task Analysis

Competitive Analysis

Lesson 3

Bias

Unbiased



Lesson 3 (continued)

Contextual Inquiry

User Solutions

Participant

Researcher

Empathy

Active Listening

Lesson 4

Cognitive Bias

Research Plan



Lesson 4 (continued)

Discussion Guide

Target Audience

Internal Factors

External Factors

Topic Map

Observational Notes

Lesson 5

Feature Prioritization

Product Strategy



Lesson 5 (continued)

Market Research

Direct vs. Analogous

Competitive Analysis

Competitor

Plus / Delta Model

Stakeholder vs. Client

Study Questions

Think about these questions as you go through each lesson.

Lesson 1

1. What is UX design?
2. What is UI design?
3. What is involved in the UX design process?
4. What is design thinking?

Lesson 2

1. Why is research an important part of UX design?
2. What research techniques can I use?
3. What is the difference between user research and competitive analysis?
4. What is the difference between qualitative and quantitative analysis?

Lesson 3

1. What is the value of using interviews for user research? Why are they better than surveys?
2. How can I conduct a successful interview?
3. What is the value of contextual inquiry for user research?
4. What is empathy? Why is it an important part of user research?

Lesson 4

1. What are the different components of preparing for and conducting an interview?
2. How are a Research Plan and Discussion Guide different? What function do each have?
3. How do I recruit users for an interview?
4. How do insights gleaned from user interviews influence UX design?

Lesson 5

1. What are the different types of competitive analysis?
2. What is the value of competitive analysis to the UX design process?
3. How do I perform a competitive analysis?



Questions to Ask Your Mentor

Write down questions you may have for your mentor as you go through the unit. You can create a doc in your shared Google Drive for each unit titled “Questions for my Mentor/1:1” and write your questions there as well. This will help your mentors prep for the 1:1 and will help you ensure you cover all your questions during the meeting.

A large, empty rectangular area with a light blue background, intended for students to write down their questions for their mentor.