USER EXPERIENCE RESEARCH (UXR)

UXR 210 Data Mining Technology (5 Credits)
User experience researchers unearth insights from data like miners search for gold. In this course, students utilize data mining technology to extract actionable that enable organizations to anticipate and lead change. Students explore the volume, velocity, and variety of large data sets used to propel design teams to make impactful decisions and ultimately affect the experience of stakeholders.
Prerequisite(s): MATH 180.
Attributes: Studio Elective Requirement

UXR 250 User Behavior Research Methods (5 Credits)
In this course, students apply generative and evaluative research methods to study how users incorporate products, services, and systems to enhance their everyday lives. Through qualitative and quantitative research methods, students analyze their findings to derive meaningful user behavior insights. Students collect, analyze, prioritize, and effectively communicate their findings that can be used to advance their user experience design solutions.
Prerequisite(s): SDES 215 or IDUS 215.

UXR 350 Research Ethics and Professional Practices (5 Credits)
Successful and meaningful user centered design for diverse populations requires rigorous, ethical, and inclusive user research. Drawing from the fundamental ethical approaches of virtue ethics, consequentialism, rights, and justice, students learn how to apply ethical theories to a variety of issues that arise in professional UX research including the importance of inclusion in research subjects and research teams.
Prerequisite(s): UXR 250 or RSCH 250.

UXR 390 Research Design and Data Collection (5 Credits)
In this course, students synthesize research, design, and visualization skills into a holistic process that informs user-centric design and leads to strategic business opportunities. Through compelling visualizations and storytelling, students deliver an actionable business brief that illustrates research findings and helps guide the ideation of engaging and memorable UX design solutions.
Prerequisite(s): MATH 280 and (UXDG 370 or IACT 375).
Attributes: Studio Elective Requirement

UXR 415 Insight Generation and Business Strategies (5 Credits)
Students utilize user and industry research methodologies to uncover insights leading to new and innovative product and service designs. This studio focuses on applying research methods learned throughout the user experience research program that mirrors professional research practices.
Prerequisite(s): UXDG 380 and (UXR 390 or RSCH 390).
Attributes: Studio Elective Requirement

UXR 450 Senior Studio I: Research, Discovery, and Synthesis (5 Credits)
To conduct primary research, students work with public audiences to collect user data for real-world design problems. Following innovative processes and research methodologies, students conduct thorough user assessments that inform the ideation stage of design, and analyze the collected data to identify valuable opportunities. Students envision and document a range of potential user insights and opportunities for refinement in the successive studio.
Attributes: Studio Elective Requirement

UXR 479 Undergraduate Internship (5 Credits)
Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

UXR 490 Senior Studio II: Actionable Insights to Innovative Solutions (5 Credits)
In this course, students progress their user research through the analysis, synthesis, and refinement of insights generated in Senior Studio I. Students produce professional presentation packages and compelling user research reports that illustrate collected, analyzed, and synthesized user data as well as derived insights and recommendations for UX design.
Prerequisite(s): UXR 450 or RSCH 450.
Attributes: Studio Elective Requirement