
UX Research Orientation

— Fall 2024 —

Welcome to UX Research!

- High level research and managerial industry roles particularly popular among those in the social sciences, arts, and humanities

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- High level research and managerial industry roles particularly popular among those in the social sciences, arts, and humanities
 - Consulting firms
 - Market Research companies
 - Growth strategy businesses
 - Product based companies (tech and non-tech)

Welcome to UX Research!

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- **Careers:** UX Research, UX Design, UI/UX, Market Research, Consumer Insights, Customer Experience

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- There are no prerequisites for this course
 - Some people might like also completing the Data Science bootcamp, but it is not necessary for this content

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- There are no prerequisites for this course
- **You must complete 3 projects and a final project summary to get a certificate**

Welcome to UX Research!



Kristina Knowles

Head of UX Projects

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Email: knowles.kristina@gmail.com

Preferred Contact: Slack



Lindsay Warrenburg

Lead UX Research Instructor

Office Hours: as needed

Email: lindsay@erdosinstitute.org

Preferred Contact: Slack

Course Content

You'll learn everything you need to know to get a first UX job:

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables
- Interviewing

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research
- Product Design

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research
- Product Design
- Survey Design

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research
- Product Design
- Survey Design
- A/B Testing

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research
- Product Design
- Survey Design
- A/B Testing
- Exploratory Data Analysis

Course Content

You'll learn everything you need to know to get a first UX job:

- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research
- Product Design
- Survey Design
- A/B Testing
- Exploratory Data Analysis
- Statistical Analysis

Course Content

The [course page](#) is your home base



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UX Research Boot Camp

Fall 2024

Sep 10, 2024 - Dec 10, 2024

This program is included with **Fall 2024 Career Launch Cohort Enrollment** and **Erdős Institute Alumni Club Membership** at no additional cost.



Course Content

UX Research Boot Camp

Fall 2024

The course page is your home base

Sep 10, 2024 - Dec 10, 2024

This program is included with **Fall 2024 Career Launch Cohort Enrollment** and **Erdős Institute Alumni Club Membership** at no additional cost.

Withdraw

You are registered for this program.

Registration Deadlines

Sep 10, 2024 - All Erdős Fall 2024 Career Launch Cohort or Alumni Club members who are not participating in the Data Science nor Deep Learning Boot Camps

Category

Launch, Core Program, Boot Camp, Projects, Certificates

Overview

Welcome to the UX Research Boot Camp! The lessons concentrate on research-related industry roles particularly popular among those in the social sciences, arts, and humanities: UX research and related fields, like market research and consumer insights.

There are 3 projects for this course. In order to receive a UX Research certificate, you must submit all 3 projects, as well as a final project summary. Details of these projects are listed below.



Syllabus



Schedule



Project 2



Project 1



Project 3



#fall-2024-ux-research

UX Research

Fall 2024 Schedule

To view any of the Erdős websites, you must be logged in to your [profile](#)

September 10	Zoom Lecture	Zoom Orientation
September 17	Zoom Lecture	Research in Industry, Market Research
September 24	Zoom Lecture	Industry Deliverables Project 1 Overview
October 1	Project Week	Networking Event / Team Formation Project 1 Week
October 8	Zoom Lecture	Interviewing, Sampling Theory
October 15	Zoom Lecture	Persona Research, Product Design Project 2 Overview
October 20	Project 1 Due Date	
October 22	Project Week	Project 2 Week
October 29	Zoom Lecture	Survey Design, A/B Testing
November 5	Election Day – no class	
November 10	Project 2 Due Date	
November 12	Zoom Lecture	EDA, Basic Stats Project 3 Overview
November 19	Zoom Lecture	Regression, Logistic Regression
November 26	Zoom Lecture	Factor Analysis, PCA
December 3	Project Week	Project 3 Week
December 8	Project 3 Due	
December 10	Final Project Due	

Course Content

Course Content

- The week-to-week activity varies

Course Content

- The week-to-week activity varies
 - Some weeks are lecture based
 - Some weeks are project based

Course Content

- The week-to-week activity varies
- You should meet with your team every week

Course Content

- The week-to-week activity varies
- You should meet with your team every
 - Form your team **on the course page**

Project/Homework Instructions

There are three projects required for this course, as well as a final project summary. You must submit all 3 projects in order to receive a UX certificate. Please click the links for instructions for each project.

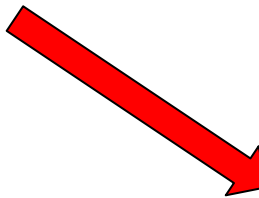
PROJECT INSTRUCTIONS

The project descriptions are attached at the top part of this course page (next to the Schedule and Syllabus).

- Project 1: Product Diversification
- Project 2: Website Conversion
- Project 3: Voice of the Customer

FINAL PROJECT SUMMARY

- **Project Description:** a simple summary explaining your approaches to the 3 projects. Only needs to be a simple summary.
- **Executive Summary PDF:** this is one PDF combining all 3 projects. If you created a website, this can be a PDF that future employers will look at.
- **Project Video:** 1-5 min video introducing yourselves, your projects, and the type of roles you're looking for. The summary the way the Data Science bootcamp video is. You can scroll through your website / executive summary if you want, but no need to make it a formal presentation.
- **Supplemental Material URL (optional):** If you made a website for your projects, you can put it here.
- **GitHub (optional):** If you created code for the projects, you can put the GitHub link to the project repository here.
- **Project Slides PDF (optional):** If you have an additional PDF, you can put it here. Make sure you make it clear so the future employers don't miss your main findings (Executive Summary PDF).



Project/Team Formation

Project Submission

Course Content

- The week-to-week activity varies
- You should meet with your team every week
- Lectures / Project Office Hours are on Tuesdays from 4-5 PM ET

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- You should meet with your team every week
- Lectures / Project Office Hours are on Tuesdays from 4-5 PM ET
 - Lecture weeks: Lindsay
 - Project weeks: Kristina

Lecture-Based Weeks

- Recordings from the lectures will be on the course page (screenshot of last year's content)

Program Content

This course consists of 11 lessons on UX research, with a bonus lesson on how to find a job in UX research. The course is centered around 3 main projects. See more details on this below. This course is set up so you will watch the videos during some weeks and work on projects related to the video content the following weeks. You should meet with your team every week: they are your study group and project team.



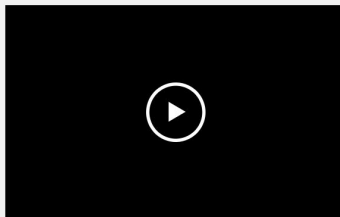
<https://github.com/TheErdosInstitute/ux-research>

Filter by Topic

Select Topic



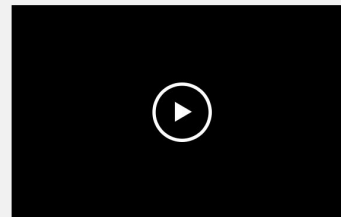
Lesson 1: Research in Industry UX Research



Quantitative Research, Qualitative Research, Secondary Research, Market Research, UX Research, CX Research

Slides

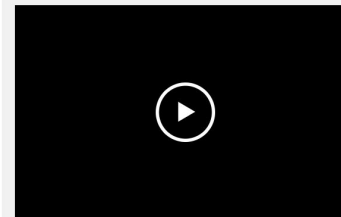
Lesson 2: Market Research UX Research



Ansoff Matrix, Validating Market Opportunity, Competitive Analysis

Slides

Lesson 3: Industry Deliverables UX Research



Product Development, Business Terms, Communicating Business Deliverables, White Papers, Executive Summaries, Dashboard, MVP, Agile

Slides

Lecture-Based Weeks

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- Use internet to look up more details if interested

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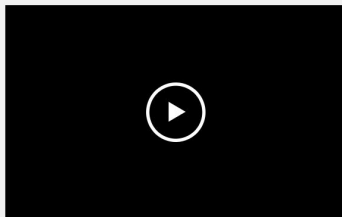
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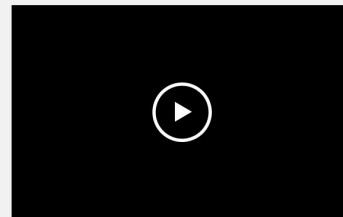
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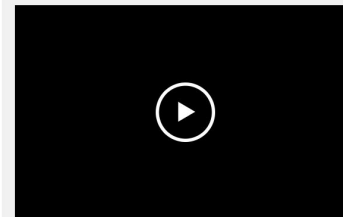
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- Meet with team as a study group

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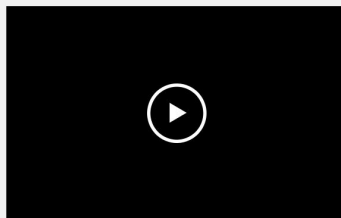
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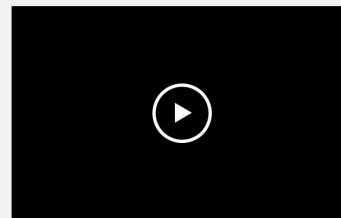
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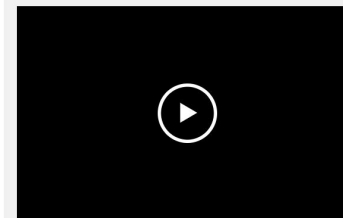
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Project-Based Weeks

- Each project will be based on the lectures from recent weeks

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Project/Team Formation

Project Submission

Project-Based Weeks

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- You will work with your team to complete these projects

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Project/Team Formation

Project Submission

Project-Based Weeks

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- You will work with your team to complete these projects
- These projects take time, but are your ticket to getting hired

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Project/Team Formation

Project Submission

Deadlines

- **October 4** Team Formation
- **October 20** Project 1 (Product Diversification)
- **November 10** Project 2 (Website Conversion)
- **December 8** Project 3 (Voice of the Customer Analysis)
- **December 10** Final Project Summary

Questions?