ő The Erdős Institute

UX Research

Fall 2024 Schedule

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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**	