



## User Research Methods course

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### Introduction user research

Why do research? - Approach & Timeline - Qualitative and quantitative research

### Methods overview

Interviews - Observations - Artefacts - Group sessions - Affinity diagram/Mental model -  
Persona development - Scenarios - Content/Product analyses - Brainstorming - Concept prioritisation

### Assignment

Interviewing - Affinity diagram/Mental model or Persona development

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### Why participate

This introductory workshop is for anyone dealing with users, customers, design, interfaces, interaction, marketing or communication.

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### Type of teaching

Besides the presentation there will be joint training assignment

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### Duration

Half day (morning or afternoon).

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### Literature

During the course materials will be presented and referred to relevant literature.