

IFU 03

Introduction to User Experience (UX)

– Course Summary

This 25-hour beginner-level, asynchronous course offers a practical introduction to UX research. It is designed to help learners understand user behaviors, motivations, and needs, and to develop foundational skills for contributing to user-centered product design.

Key Learning Outcomes:

- Understand the core principles and value of UX research.
- Learn to prepare and conduct user interviews and usability tests.
- Apply basic techniques for analyzing and presenting UX data.
- Get introduced to modern UX trends, such as AI tools and inclusive design.
- Create an introductory UX research plan and portfolio.

Modules Include:

1. Introduction to UX Research
2. Research Methodologies and Frameworks
3. Planning and Conducting User Interviews
4. Usability Testing Fundamentals
5. Analyzing and Presenting UX Data
6. Current Trends in UX Research
7. Capstone Project and Next Steps

This course lays the theoretical groundwork for further hands-on UX training.
