It is possible to measure how each new digital product has impacted our lives and how it will impact the future.

ETR 492/592 User Experience (UX) Research Methods

In today’s modern world, people are engaged thousands of application to achieve their daily activities from shopping to medical. How do people make decisions to select the best smartphone apps? How do they choose a web site to purchase? How do they interact with the products? User Experience (UX) research method course focuses on understanding what people do, think, say and feel about the digital products.

UX Research Methods course will give you a huge advantage of investigating success measures of any software, webpage or mobile application. You will learn to evaluate user-centered research in quantitative, qualitative and observational process. You will unleash winning products that are of remarkable value to users no matter what size the project is.

“For Before I enroll in UX research methods course in Fall 2017, I have no idea what user experience is. I found it extremely valuable for anyone who wants to understand how people consume data, interact with the product and make decision. Now, I am able to measure to what extent a product creates benefits to its audience. I would like to enroll advanced level of this course.”

—Wilson Hernandez Parraci, Graduate Student

For More Information:
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