



## COURSE SYLLABUS

### User Research, 7.5 credits

*Användarstudier, 7.5 högskolepoäng*

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Course Code:	TASG15	Education Cycle:	First-cycle level
Confirmed:	Feb 01, 2025	Disciplinary domain:	Technology
Valid From:	Sep 01, 2025	Subject group:	Informatics/Computer and Systems Sciences
		Specialised in:	G1N First cycle, has only upper-secondary level entry requirements
		Main field of study:	Informatics

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## Intended Learning Outcomes (ILO)

On completion of the course the student shall:

### Knowledge and understanding

- display knowledge of how to discriminate between behavioral, attitudinal, qualitative and quantitative user research
- display knowledge of the processes and methodologies to properly and practically handle user research in a design or business context
- demonstrate comprehension of the role of user research in the design process
- demonstrate comprehension of the key ethical issues as the basis for a sound user research approach

### Skills and abilities

- demonstrate the ability to describe and discriminate between different methods for conducting user research and articulate their advantages and disadvantages
- demonstrate the ability to select one or more appropriate methodologies for the tasks at hand
- demonstrate the ability to discuss the role of user research in a business strategy context

## Content

The course introduces the students to user research concepts, methods and techniques as they are used throughout the design process to identify needs, behavioural patterns, and functionalities. It provides students with a basic understanding of the differences between interviews and surveys, cultural probes and ethnography, behavioural or attitudinal approaches, qualitative and quantitative methodologies, and practically illustrates how to turn user research results into communicable deliverables such as personas or user journeys.

The course includes the following parts:

- application of user research concepts and methodologies to real-world projects
- creation of deliverables such as personas, storyboards, and user journeys based on user research
- conducting user research in the context of team work and collaborative projects
- establishing useful and realistic research goals and objectives
- preparation of reports and present results of user research to stakeholders

## Type of instruction

Lectures and seminars.

Language of instruction is in English.

## Entry requirements

General entry requirements and Mathematics 2a or 2b or 2c, English 6 (or the equivalent).

## Examination and grades

The course is graded 5, 4, 3 or U.

The final grade for the course is based on a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Examination	3 credits	5/4/3/U
Seminar	3 credits	5/4/3/U
Presentation	1.5 credits	5/4/3/U

## Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Title: Observing the User Experience, Second Edition: A Practitioner's Guide to User Research

Author: Goodman, Kuniavsky, Moed

Publisher: Morgan Kaufmann

ISBN-13: 978-0123848697

ISBN-10: 0123848695