

| <b>COURSE INFORMATION FORM</b>      |  |
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| <b>Faculty/ Institute</b>           | Faculty of Fine Arts and Architecture  |
| <b>Department</b>                   | Department of Industrial Design  |
| <b>Course Code</b>                  | EUT 331  |
| <b>Course Title</b>                 | User Research in Product Design  |
| <b>Language</b>                     | English  |
| <b>Program</b>                      | Industrial Design Undergraduate Program  |
| <b>Course Type</b>                  | Must   |
| <b>Course Level</b>                 |  |
| <b>Course ECTS</b>                  | 3  |
| <b>Prerequisites</b>                | None   |
| <b>Course Catalogue Description</b> | Describing the basic approaches in user research;<br>Demonstrating the techniques applied in professional life through examples with basic approaches;<br>Applications of research projects that should be prepared according to the characteristics of the users and considering the requirements of the design project.                                    |
| <b>Course Objectives</b>            | To explain the necessity of industrial designers to design based on the needs of users. Raising students' awareness about the methods in user research, forming a basis for user research studies for students, helping students to gain the ability to design and manage their own user research projects.  |
| <b>Course Learning Outcomes</b>     | At the end of this course, students are expected to be capable of conducting a user research with basic techniques. Increasing the ability of the students to interpret the result of previous user researches.  |
| <b>Resources and References</b>     | Resources:<br>Norman, Donald.(1998). The design of everyday things. London:MIT Press.<br>Courage, C & Kathy Baxter. (2005). Understanding your users. Amsterdam:Morgan Kaufmann.<br>Kuniavsky, Mike. (2003). Observing the user experience: A practitioner's guide to user research. Morgan Kaufman: San Francisco.  |
| <b>Course Grading</b>               | <b>Grade Points</b>  |
| <b>Attendance</b>                   |  |
| <b>Laboratory</b>                   |  |
| <b>Applications</b>                 | 40   |
| <b>Field Study</b>                  |  |
| <b>Tasks</b>                        |  |
| <b>Presentations</b>                |  |
| <b>Projects</b>                     |  |
| <b>Seminars</b>                     |  |
| <b>Midterms</b>                     | 30   |
| <b>Quiz</b>                         |  |
| <b>Final</b>                        | 30   |
| <b>Total</b>                        | 100  |
| <b>Weekly Outline</b>               | <b>Topics</b>  |
|                                     | <p>Introduction to user research<br/>Explanation of purpose, scope and evaluation criteria of the course.</p> <p><b>1</b><br/>Identification of user research and introduction to methods<br/>Basic techniques used in user research<br/>Introduction to basic techniques: questionnaire, interview, observation, focus group.<br/>Case: IDEO market car</p> |
|                                     | <p>Examination of observation technique<br/>Application areas. Observation types. Application techniques. Examples from product development projects.</p> <p><b>2</b><br/>In-class activity:<br/>Investigating Internet resources related to user experience in the class<br/>Discussion of possible alternatives for the term project.</p>                  |

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|  | <p>Interview technique examination<br/>Areas of use of the interview. Interview techniques. The application and analysis of the interview.</p> <p><b>3</b> 1. Application: Observation application<br/>a. Observations will be made during the course:<br/>b. Observation will be reported and delivered next week.</p>  |
|  | <p>Examination of focus group work<br/>Usage areas of focus groups, application techniques and analysis.<br/>Watching a sample focus group video</p> <p>2. Application: Interview design and implementation</p> <p><b>4</b> a. It will be done during the course: Creation of an interview protocol. Interview protocol is created in the class<br/>an interview with a selected user after receiving feedback from other students and lecturers.<br/>b. It will be done as assignment: Interview.</p> |
|  | <p><b>5</b> 3. Application: Submission of the interview</p>  |
|  | <p>Investigation of the survey technique<br/>Appropriate use of questionnaires. Preparing the right question and format. Sampling in user research<br/>concept and sample selection.</p> <p>4. Application: Survey design and implementation</p> <p><b>6</b> a. It will be done during the lesson: A questionnaire about the interview topic will be designed. Survey class will be discussed.<br/>b. This will be done as a homework: At least 10 people<br/>Shall apply</p>                          |
|  | <p>Mixed Techniques</p> <p><b>7</b> Co-design workshops<br/>User archetypes (personas)<br/>Usability tests</p>   |
|  | <p>Repeat of midterm exam topics</p> <p><b>8</b> 5. Implementation: Survey report submission</p>   |
|  | <p><b>9</b> Mid-term</p>   |
|  | <p>Examination of the contextual research method</p> <p><b>10</b> Contextual research steps. Examples of design projects.<br/>Definition of the final project: Contextual research</p>   |
|  | <p><b>11</b> Preliminary evaluation of the final project</p>   |
|  | <p><b>12</b> Presentation of the final project</p>   |
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