



Course program and reading list

Semester 4 Year 2024

School: Arison School of Business MBA

UX Research for Product Innovation

Lecturer:

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Teaching Assistant:

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Course No.:	Course Type :	Weekly Hours :	Credit:
25027	Lecture	4	2

Course Requirements :	Group Code :	Language:
Final Paper	1202242	English



Course Description

In this course students will learn product innovation methodologies from the field of user-centered design, User Experience (UX) and product design. In Product Management terminology, this field is defined as "Product Discovery". The classes merge lectures with hands-on workshop-style practice in groups. We will start with an introduction to the field of HCI and User-centered Design, connect it to Product Management, and dive into a process of target customer definition, problem identification and validation, competitive analysis, ideation, UX design, rapid prototyping, guerilla user testing, deriving insights from testing, and pitch presentations.

Attendance: this course is conducted in groups and has a workshop session in each class that can not be compensated via Zoom. Missing more than one class will require an additional submission of a personal assignment. The lecture part in each class will be recorded.

IDF Reservists: please communicate directly with the course TA about your individual case. (TA email: talía.ezer@milab.idc.ac.il)

Sessions overview:

1. Target Customer and Problem identification using customer interviews

Homework: conduct interviews

2. Problem validation using thematic analysis and open-ended surveys

Homework: conduct survey

3. Top need definition, solution ideation and flow prototyping

Homework: test value using paper prototype (1st iteration)

4. Product value definition, requirements prioritization, wireframe prototyping

Homework: test value using interactive low fidelity prototype (2nd iteration)

5. Final presentation: Product opportunity and challenges, 6 months roadmap, UXR and Design team next steps



Course Goals

The course goals are to practice how to use the main methodologies of UX Design and UX Research in the context of Product Discovery:

1. Understanding the problem space: need-finding and need-validation using interviews and open-ended surveys
2. The solution space: Solution ideation techniques and initial UX design
3. Understand how to connect the problem and solution by testing and learning: prototyping and validation techniques, user testings and insights
4. Presentations and opportunity assesment, roadmap and product team next steps



Grading

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Grade composition:

- Four weekly group assignments (60%) – due each week, 15% each assignment
 - Final group presentation (40%) – due on the last class
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Teaching Assistant

talía.ezer@milab.idc.ac.il



Additional Notes

Session 1: Need-validation through UX research techniques: open end user interviews.

May 28th

- Intro and goals
- Short overview of HCI/UX history, trends, and methods
- Double diamond methodology
- Interviews as need validation techniques
- In class activity 1: identify domain, target user, and context
- Interviews practice in class
- Preparation of interview materials
- **Assignment for next week (in groups) – conduct need validation with 5 people**

Session 2: Need validation using UX research techniques: open-ended survey. June 4th

- Review of need-finding assignment: short Q&A in class
- In class activity 2: prepare survey questions
- **Assignment for next week (in groups) – conduct survey with 5 related users, identify a need and justify it**

Session 3: Need presentations in class. Initial solution ideation. June 11th

- In-class presentations: Need identification & validation through UX research methods:
- Each student team presents for 5 minutes.
- See presentation tips at the end of this syllabus.
- Presentations should include:
 - Team members

- Target user definition, target domain & context definition
- Insights from experience sampling
- Insights from interviews
- Focused need definition line
- Initial solution ideation:
 - Framing value proposition based on focused need
 - Iterations on value proposition
 - Naïve solution definition – based on ideation techniques
 - Refinement of solution definition using Scenarios
 - From scenario to flow – high level flow definition
 - Wireflows as a tool for thinking:
- **Assignment for next week – prepare wireflow**

Session 4: UX design basics & detailed flow definition. June 18th

- In-class activity: continue wireflow prototyping in class, improve design principles
- Wireflow and wire frame tips and best practices.
- Interaction Design Principles, from Don Norman's book
- **Assignment for next week – improve low-fidelity prototype towards user testing**

Session 5: Prototype user testing. June 25th

- First half of class: join presentations of GMBA 11 class
- Jacob Nielsen usability goals
- User testing techniques and insight generation
- **Assignments for next week – submit UXR feedback for GMBA 11 and conduct user testing with 5 relevant users and prepare final presentation:**
 - need identification & validation: similar to presentation in session 3
 - Insights from need validation process
 - Solution definition and wireflow
 - User testing details (who tested, where, content)
 - Insights from user testing
 - Suggested product roadmap

Session 6: Final assignment – presentation in class. July 2nd

- Presentations in-class:
 - need identification & validation: similar to presentation in session 3
 - Insights from need validation process
 - Solution definition and wireflow
 - User testing details (who tested, where, content)
 - Insights from user testing
 - Suggested product roadmap

- Expert review in class
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Reading List

- Session 1: Understanding the problem - Interviews, Insights, Persona, User Needs
 - Discovery methods: <https://www.nngroup.com/articles/discovery-phase/>
 - User needs: <https://www.nngroup.com/articles/user-need-statements/>
- Session 2: Validating the problem and insights - Open ended surveys, thematic analysis of interviews and surveys
 - Quantitative User-Research Methodologies:
 - <https://www.nngroup.com/articles/quantitative-user-research-methods/>
 - Surveys:
 - <https://uxstudioteam.com/ux-blog/ux-survey/>
 - <https://uxstudioteam.com/ux-blog/survey-design/>
 - Thematic Analysis of User Interviews, by Ditte Hvas Mortensen:
 - <https://www.interaction-design.org/literature/article/how-to-do-a-thematic-analysis-of-user-interviews>
- Session 3: wireflows
 - About wireflows:
 - <https://www.nngroup.com/articles/wireflows/>
 - Simple wireframe tools:
 - <https://www.mockplus.com/blog/post/free-quick-wireframe-tools>
- Session 4: design foundations
 - Don Norman, The Design of Everyday Things, all of Chapter 1
- Session 5: usability testing
 - Jacob Nielsen, Usability 101:
 - <https://www.nngroup.com/articles/usability-101-introduction-to-usability/>
 - UX Prototypes: from Low Fidelity vs. High Fidelity:
 - <https://www.nngroup.com/articles/ux-prototype-hi-lo-fidelity/?lm=usability-101-introduction-to-usability&pt=article>