training code: PCUR / ress / EN

Professional Certificate in User Research

Who is it for? : UX professionals Aspiring UX researchers

Duration : 16 weeks

Commitment : 3 hours per week

Training recipients

Who is this course for?

This course is for anybody looking to build their skills and advance their career with UX research.

- UX designers seeking to enhance their user research skills
- UX researchers looking for a formal qualification that validates their expertise
- Researchers or social scientists considering a career in UX
- Product managers/owners who need research skills to succeed in their roles
- Anyone who enjoys interacting with users and seeking a meaningful UX research career

Benefits

Why take this user research course:

- Gain the most in-demand skills* and boost your career in a thriving industry.
- Learn a complete range of UX research methods. Expand your toolkit to conduct high-quality research at pace.
- Become an insights expert. Translate findings into actionable insights and communicate them with conviction.
- Showcase your expertise. Build a professional user research portfolio and earn a university credit-rated qualification.

- Get the confidence to succeed. Count on our mentors, career advisors, and student community throughout your journey.

Training program

Programme syllabus:

Core modules:

Eight modules will teach you about the key principles and techniques of user research. Created and validated by experts in UX research.

Modules include:

1. Introduction to user research

This module provides an overview of user research and explains why it's fundamental to UX design. You'll explore the role of the researcher, and get introduced to the research methods covered in the course. You'll also learn about the ethics of conducting research with people.

2. Planning the research

In this module, you'll learn how to plan a research project. This covers formulating research questions, choosing research methods and recruiting participants. You'll also learn about participant rights and how to manage data efficiently and ethically.

3. Fundamental user research skills

This module dives deep into two core qualitative research techniques: interviewing and usability testing. You'll learn how to use them effectively, including asking the right questions to get real, honest answers. Plus, you'll develop the art of taking productive notes, a crucial skill for any researcher.

4. Expanding your toolkit

You'll explore more qualitative methods including ethnographic techniques, participatory design, service safaris and diary studies. The module also looks at stimuli and other interview enhancements. You'll get practical advice on how to implement each of these methods in the field.

5. Analysing qualitative research

In this module, you'll discover methods to analyse and interpret qualitative data. You'll explore how to use affinity diagrams and learn sensemaking techniques like personas and journey maps.

6. Quantitative research

This module covers the quantitative research methods most commonly used within UX research. You'll learn how and when to use online surveys, A/B testing, and analytics. You'll also learn about conducting mixed-methods research.

7. Communicating the research

In this module, you'll master skills for communicating research findings. You'll learn how to share findings through reports, presentations, and workshops. Finally, you'll get tips on how to showcase your work in a professional portfolio: essential for those pursuing a UX research role.

8. AI for user research

The final module contains a collection of resources that explore the potential of using AI in your UX research workflow. These lessons cut through the hype so that you can focus on the AI tools and techniques that are genuinely useful when conducting user research.

Projects

There are four projects that you'll need to complete as part of your studies:

1. Research plan
2. Interview and usability test
3. Affinity diagram
4. Final presentation

Expected preparation of the participant

We do not require any prerequisites.

Training Includes

What's included in the course

- Intensive education. Self-paced learning with a structured curriculum that includes bite-sized video lessons, and text and audio resources
- Learn-by-doing. Hands-on projects to help you practise what you've learned
- Expert guidance. Get mentored by experienced user and UX research professionals, and enjoy day-to-day support from our course tutors
- Learning assessment. Earn your qualification via an online exam
- Career support including resume prep and portfolio clinics
- A university credit-rated certification that recognises your new skills

Language

- English

Duration

112 days / 56 hours

Examination method

How you will be assessed

In order to be awarded your Professional Certificate in User Research, you must:

- Complete all lessons in all the modules.
- Submit all 4 projects.
- Receive a passing grade on your final exam.

Final exam

- After submitting your projects, you can take the 60-min online exam using your own computer
- You can choose a date and time that works for you