



Course Specification

(Bachelor)

Course Title: **User Research**

Course Code: **HCI2203**

Program: **BSc in Human Computer Interaction**

Department: **Software Engineering**

College: **College of Computing**

Institution: **Umm Al Qura University**

Version: **1.0**

Last Revision Date: **22/04/2025**



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A. General information about the course:

1. Course Identification

1. Credit hours: (3)					
2. Course type					
A.	<input type="checkbox"/> University	<input type="checkbox"/> College	<input checked="" type="checkbox"/> Department	<input type="checkbox"/> Track	<input type="checkbox"/> Others
B.	<input checked="" type="checkbox"/> Required		<input type="checkbox"/> Elective		
3. Level/year at which this course is offered: (2nd year/ 3rd level)					
4. Course General Description:					
This course will introduce students to core methods and principles in user research , focusing on how to understand and analyze user needs, behaviors, and experiences. Students will learn how to design and conduct user research studies, including interviews, usability testing, surveys, and ethnographic field studies. The course will also cover data analysis, synthesis, and the application of research insights to the design process					
5. Pre-requirements for this course (if any):					
HCI1201 - Fundamentals of Human-Computer Interaction					
6. Co-requisites for this course (if any):					
None					
7. Course Main Objective(s):					
<ol style="list-style-type: none"> 1. Understand the Foundations of User Research 2. Design and Plan User Research Studies 3. conducting both qualitative and quantitative user research methods. 4. Analyze and Synthesize Research Data. 					

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	60 hours	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)



No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	30
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		60

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
	Recognize different user research methods	K3	Lectures, Labs, Group discussions	Assignments, project
2.0	Skills			
	Apply suitable user research methods	S1	Labs, Group discussions, project	Assignments, project
	Identify users needs, state-of-the-art interaction opportunities, and envisioned solutions considering user attitude	S2	Lectures, Labs, Group discussions, project	Assignments, project
	Communicate with a wide range of users	S5	Group discussions, project	Assignments, project
3.0	Values, autonomy, and responsibility			
	Adhere to ethical and professional standard when contacting users	V1	Lectures, Labs, Group discussions, project	Assignments, project
	Make design choices that prioritize real user needs over technical constraints or business goals.	V4	Lectures, Labs, Group discussions, project	Assignments, project



C. Course Content

No	List of Topics	Contact Hours
1.	<p>Introduction to User Research</p> <ul style="list-style-type: none"> The relationship between user research, UX design, and product development Introduction to the Research Lifecycle: Planning, data collection, analysis, and reporting 	3
2.	<p>Planning User Research</p> <ul style="list-style-type: none"> Defining research goals and objectives Identifying research questions and hypotheses Selecting appropriate research methods based on project goals Building a research plan (timeline, resources, budget) 	4
3.	<p>Conducting User Interviews</p> <ul style="list-style-type: none"> Principles of conducting user interviews: open vs. closed questions, avoiding bias Techniques for building rapport and establishing trust with participants Scripting and structuring interviews Analyzing and synthesizing interview data 	8
4.	<p>Ethnographic Research and Field Studies</p> <ul style="list-style-type: none"> Introduction to ethnographic research: Understanding users in their natural environments Observational techniques and fieldwork methods Taking field notes and analyzing observational data Analyzing context, environment, and user behavior 	6
5.	<p>Usability Testing and Heuristic Evaluation</p> <ul style="list-style-type: none"> introduction to usability testing: Planning, moderating, and analyzing usability tests Creating usability tasks and scenarios Heuristic evaluation: Identifying usability problems using Nielsen's heuristics Observing and recording user interactions 	2
6.	<p>Survey Design and Questionnaires</p> <ul style="list-style-type: none"> Designing effective surveys and questionnaires Writing clear, unbiased questions (Likert scales, multiple-choice, open-ended) Distributing surveys and collecting responses Data analysis methods for survey results 	6
7.	<p>Analyzing Qualitative Data</p> <ul style="list-style-type: none"> Coding qualitative data (interviews, field notes, open-ended survey responses) Identifying patterns and themes in qualitative data Using software tools for qualitative data analysis (e.g., NVivo, Dedoose) Creating affinity diagrams and personas from qualitative data 	6





8.	<p>Analyzing Quantitative Data</p> <ul style="list-style-type: none"> Analyzing survey data and metrics (descriptive statistics, mean, median, standard deviation) Using visualization tools to present data (e.g., bar charts, pie charts, histograms) Interpreting quantitative results and making data-driven decisions 	6
9.	<p>Synthesizing Research Findings</p> <ul style="list-style-type: none"> Synthesis techniques: Combining qualitative and quantitative data into actionable insights Creating personas, user journey maps, and user scenarios Prioritizing user needs and identifying pain points Making design recommendations based on research findings 	10
10.	<p>Communicating Research Findings</p> <ul style="list-style-type: none"> Best practices for presenting research findings to stakeholders Creating effective research reports and presentations Storytelling in user research: Turning data into a compelling narrative Visualizing research findings for non-technical audiences 	5
11.	<p>User Research in Iterative Design</p> <ul style="list-style-type: none"> Incorporating user research into iterative design and prototyping The role of research in the design iteration cycle (e.g., prototype testing, A/B testing) How to integrate feedback into design sprints 	4
Total		60

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assignments	3-14	10
2.	Project	3-14	30
3.	Midterm	7-8	20
4.	Final Exam	16-17	40

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	User Research: Improve Product and Service Design and Enhance Your UX Research (2nd edition) Stephanie Marsh 2022
Supportive References	"Just Enough Research" Author: Erika Hall
Electronic Materials	Nielsen Norman Group



	https://www.nngroup.com/
Other Learning Materials	"The Art of UX Research" Author: Cynthia S. G. "UX Research: Practical Techniques for Designing Better Products" Authors: Brad Nunnally and David Farkas

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Traditional Classroom
Technology equipment (projector, smart board, software)	Multimedia Projector
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Direct: Survey at the end of the course
Effectiveness of Students assessment	Instructor and quality assurance committee	Indirect: Course Report
Quality of learning resources	Instructor and quality assurance committee	Direct: Survey at the end of the course
The extent to which CLOs have been achieved	Instructor and quality assurance committee	Indirect: Course Report
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SOFTWARE ENGINEERING DEPARTMENT COUNCIL
REFERENCE NO.	THE 17TH MEETING FOR THE ACADEMIC YEAR 1446H
DATE	22/04/2025

