



Course program and reading list

Semester 4 Year 2024

School: Arison School of Business MBA

UX research for product innovation

Lecturer:

Prof. Oren Zuckerman orenz@runi.ac.il

Teaching Assistant:

Ms. Talia Ezer talia.ezer@post.runi.ac.il

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: talia.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
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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
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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

talia.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>