




IN230-UNIT 5

INTEGRATING RESEARCH INTO THE DESIGN PROCESS

SHORT OVERVIEW

- In this unit, you will explore the role of research in the design process to help you better understand and empathize with users. You will also learn about the benefits and drawbacks of common UX research methods. Finally, you will identify and account for biases that can arise when conducting research.



- As a UX designer, your job is to put the user front-and-center in everything you do. In this unit, you will explore the role of research in the design process to help you better understand and empathize with users. You will also learn about the benefits and drawbacks of common UX research methods. Finally, you will identify and account for biases that can arise when conducting research.

- Describe the role of UX research in the design process.
- Explore common research methods in UX design.
- Explain research methods to use during the product development life cycle.
- Identify biases in UX research.

UNIT 5 OVERVIEW AND OUTCOMES

Course Outcomes:

IN230-4: Discuss biases in UX research.

UNIT 5 READING

- **Qwiklabs Course: Foundations of User Experience (UX) Design**

- **Module: Integrating research into the design process**

- **Readings:**

- Integrating research into the design process
- Learn more about UX research
- Learn more about research methods
- Learn more about bias in UX research
- Glossary
- Start the next course

- **Videos:**

- Emily – The power of UX research
- Introduction to UX research
- Christie – How feedback impacts design
- Choose the right research method
- Understand benefits and drawbacks of research methods
- Craig – My journey to UX
- Identify types of bias in UX research
- Deana – Identify bias in UX research
- Wrap-up: Integrating research into the design process
- Congratulations on completing Course 1: Foundations of User Experience Design

UNIT 5 LEARNING ACTIVITIES

Qwiklabs Course: Foundations of User Experience (UX) Design

Module: Integrating research into the design process

Learning Activities:

Practice Quiz: Test your knowledge on the importance of UX research

Practice Quiz: Test your knowledge on UX research methods

Activity: Optional – Implicit bias quiz

Graded Quiz: Weekly challenge 4: Research in the design process (a score of 80% or higher is required by Google for your certificate, in addition to the Unit 2 Assignment requirement)

UNIT 5 DISCUSSION

- **Topic 1: How to Reduce Research Bias in User Research**
- Recognizing bias is an important part of UX research and UX design in general. It is also important to take preventive measures to reduce the influence of biases on your own research. Consider the following questions in the discussion forum:
 - What are some ways to reduce the influence of bias when conducting user research?
 - What could researchers do to further reduce the bias in their research?
 - How do you plan to reduce bias in your own UX research?
 - Please include a written response of one to two paragraphs (100-200 words). Be sure to include at least one reference (Qwiklabs is fine) with your initial post. Then, check out what other learners have written and comment on at least two of their posts.



UNIT 5 ASSIGNMENT

- Introduction
- **Unit 5 Assignment: Research in the Design Process**
- **Outcomes addressed in this activity:**
- **Unit Outcomes:**
 - Describe the role of UX research in the design process.
 - Explore common research methods in UX design.
 - Explain research methods to use during the product development life cycle.
 - Identify biases in UX research.
- **Course Outcome assessed:**
- **IN230-4:** Discuss biases in UX research.



Purpose



This quiz will assess your knowledge of research in the design process.



The graded assessments in Qwiklabs are quizzes and/or hands-on activities. These assessments are meant to enhance your understanding of user experience design. They will also help to prepare you for the Google Certification at the end of the program.



■ Instructions

■ Navigate to the Qwiklabs portal in this course and log in to the Google Certification course titled “Foundations of User Experience (UX) Design” to access the graded assessments. As a reminder, you should watch all videos, complete the readings, and complete the practice quizzes before attempting the graded assessments.

1. Please **review the Unit 5 Assignment Rubric** (under Course Resources) before beginning this activity.
2. Complete the following graded assessment:
 - **Graded Quiz: Weekly Challenge 4: Research in the design process**

REQUIREMENTS

- The graded assessments are timed and **must be passed with a score of 80% or higher**. You will have three attempts on graded quizzes within a 24-hour period and five attempts on graded hands-on lab assignments. The graded assessment **must be completed no later than 11:59 p.m. ET on Tuesday**, so plan your time accordingly if you need to retake the quiz or hands-on lab.
- Complete the following graded assessment:
 - **Graded Quiz: Weekly Challenge 4: Research in the design process**

DIRECTIONS FOR SUBMITTING YOUR ASSIGNMENT

Please take a screenshot(s) of the final score(s) you received on the graded Qwiklabs assessment you completed for this unit. Review [how to take a screenshot on a PC or a Mac](#) , as needed.

Place the screenshot(s) in a Microsoft Word Document and save your assignment document according to this convention:
IN230_Unit5_LastName_FirstName (use your own name of course).

Submit your completed assignment to the Unit 5 Assignment Dropbox by the deadline.



HAVE QUESTIONS?

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