UX Research 101 By Patricia Reiners

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Learn how to develop your own research plan that will enable you to create the digital experiences of the future.

The most amazing user experiences are created through ensuring that the human is considered at the forefront in the process of design. Utilizing UX analysis, you are able to detect issues early and assist users to navigate the most cutting-edge technological advances.

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Patricia Reiners has experienced firsthand how crucial research is, in the field of freelance UX designer working with leading companies such as Google as well as Adobe to create engaging user-friendly and enjoyable experiences.

In this class, Patricia demystifies the UX procedure and teaches you to create your own research plan to creating an effortless digital experience. Once you've grasped the fundamentals in UX design and are able to apply various research techniques and techniques, you'll be able assist your team in solving the real issues that arise with any digital item.

Start by understanding the basics of user research, the best way to incorporate it and the most popular methods used. Learn about the various tools and resources that are available to anyone who wants for ways to carry out their own research.

Once you've understood the fundamental concept that underlies UX design, you can write your own research plan for users. Define your goals create hypotheses, then apply the best research methods in practice based on the kind of issue you're looking to solve.

Learn how to select the most appropriate participants to conduct your user research and also how to create an informative discussion guide to ensure you receive the appropriate type of feedback during the interview stage.

Patricia guides you through the process of organizing and organize the data you've collected from your research and interviews. Then , it's time to share the findings with your team, making it visually accessible by creating the affinity maps.

Learn how to create user personas that are distinct and then integrate them into a user-centric journey map. This will enable you to find numerous opportunities and offer innovative solutions to specific issues facing users.

What's this course's course's goal?

Learn to create an outline of your research create the discussion guide and develop your own user experience for your digital product.

Who is it intended for?

This course is designed for developers, designers or anyone who wants to gain real-world user insights regarding digital products at an early stage of development.

What do you need

Passionate about understanding the workings of things and a desire for creating stunning digital experiences. No previous design experience is required.

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