IS 664 Customer Discovery

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Course Description

How do you make a new product or service? How do you anticipate someone's needs before they do? How do you understand how people interact with products?

It's all about the understanding the customer. In this course, we take a deep dive into qualitative user experience (UX) research. UX research is the process of understanding why and how people use products and services. This course will teach you a set of research tools to understand user needs, investigate the user experience, and derive design recommendations.

We will cover techniques like ethnography, conducting focus groups, interviewing, and analyzing qualitative data. This practical, hands-on course will give you an insight into the psychology of user behavior and lay the foundation for students who are pursuing careers designing, evaluating, or marketing products for people.

Learning Goals / Outcomes

- Understand why research is important and how it fits into Information Systems design and development
- Understand ethics of human subjects research
- Discover and formulate UX problems
- Apply qualitative UX research methods, such as ethnography, interviews, & focus groups
- Analyze qualitative data
- Communicate results through reports and presentations

Evaluation

Class participation (10 points):   10%
Assignments (2 x 20= 40 points):   40%
Final project (50 points):   50%
Extra credit (2 points max):   2%

Grading

90 – 102 points   : A
85 – 89 points   : B+
80 – 84 points   : B
75 – 79 points   : C+
70 – 74 points   : C

65 – 69 points   : D
Under 65 points   : F

Classroom Participation (10 points)

- Participation includes being in class, but attendance is only the beginning. Students must ask questions, discuss with other students, and participate in interactive activities.
- Do readings BEFORE class. Readings will be posted on Moodle.
- Engage in discussions with the rest of the class

Assignments (40 points)

- Assignments are to be done outside of class hours.
- You will have two individual assignments. Each assignment will consist of performing the research and writing a summary report of the results.
  - Times New Roman, 12 point
  - Single Space
  - No title page
  - Write first and last name at top
- Name your file by your LAST NAME (e.g., Wohn.doc)
- Details of assignments and requirements will be further explained in class
- IRB training is mandatory and is not counted as an assignment.

Final Project (50 points)

You may choose to work individually or as a group. Group projects are difficult to coordinate and execute, but are extremely important because knowing how to communicate and collaborate in small groups is a key skill required in any professional setting.

- Presentation (10)+ Paper (40) + Peer evaluation (adjustment)
- The group work presentations should be 15 min. They should give a high-level overview of the project, data collection, and results.
- The final paper 6 pages (for masters students) in ACM format.
- Peer evaluation is a report (template will be provided) about each individual's contributions. It should be clear how the team worked together. If your teammates identify you as having a low contribution, you will have points deducted (up to 10 points). If your teammates identify you as a stellar contributor, you will gain extra points.

15 Week Breakdown (Schedule is subject to change)

Week 1: Course overview & Understanding people. What is user experience (UX) research, why you should care, the difference between quantitative and qualitative research Competitive analysis and literature reviews

   Assignment: competitive analysis and literature review (10 points)

Week 2: The ethics of human subject research, discussing research topics

        Mandatory by federal requirement: IRB certificates

Week 3 : Generative research- Ethnographies and diary studies

Week 4 : Ethnography (continued). Analyzing results

Week 5 : Interviewing (Semi-structured) Developing a protocol

Week 6 : Interviewing: Talking about themes, matrices and coding

        Assignment: interview data collection and analysis (30 points)

Week 7 : Interviewing (Data analysis)

Week 8 : Interviewing (Data analysis)

Week 9 : Focus Groups

Week 10 : Focus Groups

Week 11 : Inferring from research and creating prototypes

Week 12 : Thanksgiving

Week 13 : Prototype evaluations. Think-alouds

Week 14 : Final project preparations

Week 15 : Last class: Final project presentations

Course Communication
Before you decide to send an email inquiry, check the syllabus. You are most likely to find answers there. Please begin the subject line of any course e-mail with "IS664." Appropriate e-mail will be replied to within 24 hours to 48 hours Monday through Friday. Emails should have proper salutations and signatures. **Do not use Canvas to send course-related messages.**

Course announcements will be made in class and via Canvas. It is your responsibility to check your email on a regular basis; *at least* twice a week and the day before class.

Past Due Assignments
All assignments must be turned in complete and on-time. Specific deadlines for each assignment will be announced in class and via Moodle. No excuses for late assignments, including technical issues, will be accepted with the exception of medical reasons.

Extra Credit Opportunities

There will be a few extra credit opportunities for research participation in addition to those for excellent class participation. The extra credit points will be added to the basic student score in final grading. There are no guarantees for extra credit and it is each student's responsibility to be aware of and take advantage of such opportunities. After Dec.9 there will be no further opportunities for extra credit or to otherwise improve your grade.

Academic Honesty
Students take full responsibility for maintaining the integrity of scholarship, grades, and professional standards. Therefore, unless authorized by your instructor, you are expected to complete all course assignments, including forum posts and in-class presentations, without assistance from any source.

The approved "University Code on Academic Integrity" is currently in effect for all courses. Should a student fail a course due to a violation of academic integrity, they will be assigned the grade of "XF" rather than the "F" and this designation will remain permanently on their transcript. All students are encouraged to look over the University Code on Academic Integrity and understand this document. Students are expected to uphold the integrity of this institution by reporting any violation of academic integrity to the Office of the Dean of Students. The identity of the student filing the report will be kept anonymous.

NJIT will continue to educate top tier students that are academically sound and are self-disciplined to uphold expected standards of professional integrity. Academic dishonesty will not be tolerated at this institution.

Student Disability Services
If you have, or believe that you may have, a physical, medical, psychological, or learning disability that may require accommodations, please contact Student Disability Services and inform the instructor. Information on the self-identification, documentation and accommodation process can be found on the webpage at: http://www.njit.edu/counseling/services/disabilities.php.

Technical Help
The IST Helpdesk is the central hub for all computing technologies at NJIT.
1. Call 973-596-2900. Monday - Friday 8 am - 7 pm.
2. Go to Student Mall Room 48. Monday - Friday 8 am - 7 pm
3. Log a Help Desk Service Request online - https://ist.njit.edu/support/contactus.php.