

Module Title:	User Behaviour Research
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The learner is immersed in a range of collaborative, problem-solving activities, to investigate and evaluate where design can propose solutions for commercial and social benefit. The holistic, student-centred, studio-based approach, facilitated by faculty, is intended to negotiate, facilitate and guide learner engagement and scaffold a deep-learning using the following strategies: • Lectures • Studio-based learning, • Presentation, • Workshop, • Self-directed independent learning
Module Aim:	The aim of this module is to develop the learner's understanding of user behaviour research and how it relates to designed artefacts. The objective is to assist the learner in establishing a user- centred design research methodology appropriate to their major project type and category. It will assist the student in understanding user needs in relation to their design work, allowing them to make design decisions and market the project as a basis of design solution. It aims to collect stakeholder knowledge and interaction touchpoints at various stages of the design process with a view to creating usable and meaningful products. It aims to understand both physical and cognitive human factors issues for product design and demonstrate the ability to test the human factors of a product. The learner will also demonstrate the application of information derived from research and testing into their final design. The findings derived from this module transfer through to work within the Design Studio 4 Module
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Independently conduct research into user needs and behaviours.
LO2	Express appropriate judgement, take ownership and demonstrate independent learning in the direction of a project
LO3	Create knowledge and understand the needs of end-users, document these needs for application into the design process
LO4	Create ethically aware research results for application into design practice
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Early Stage Research

Conducting Primary Research (Interviews, Observation, and Participation through User trips. Conducting Secondary Research (Stakeholder Mapping Literature reviewing, Questionnaires, Desk research) Recording Research and Ethics

Academic Design Poster

Learners will complete an academic poster. This will include synthesis of research, research methods, findings and analysis

Understanding and Designing User Experience

Understanding the basics of physical and cognitive ergonomics in relation to the design area the learner is researching Using tools such as Using Journey Mapping, Task Analysis, Interaction Matrix to capture user behaviour, experience, requirement and specification

Design Studio (Resources)

A dedicated space designed to allow for studio-based learning. This space is specific to a particular learning group. While used to deliver studio-based education the space is available to accommodate learners outside scheduled/timetabled hours. It provides a safe learner-driven, peer-reviewed environment, supported on a one-to-one basis. It supports the synthesis of parallel concurrent modular knowledge, skills and competency with prior learning & personal aesthetic judgement, to resolve specific design research question/s.

Workshop/Materials (Resources)

This is a dedicated space to allow learners to test, evaluate and represent the application of their research through 3D physical workshop made models. Resourcing of a workshop space include machinery, tools and materials. Materials such as modelling foam, MDF, Jelutong, Cardboard, foam board are all essential to the investigation of developing a design solution.

Computers/Plotters/Printers (Resource)

Each learner requires access to studio computers. There should be access to printing and plotting facilities in order to complete Projects. The room must also be fitted with good quality projector, document visualisers and sound equipment for delivery of hybrid approaches

3D Printing Facilities

Access to 3D printing facilities in order to complete projects.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Academic Poster: Primary Research, Secondary Research and analysis /synthesis of data into findings	1,2,3,4	70.00	Week 11
Project	Human-centred Mapping: Task Analysis, Journey Mapping and Interaction Matrix	2,3,4	30.00	Week 15

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Studio Based Learning	Every Week	4.00
Independent Learning Time	Every Week	5.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DHPDI_B	Bachelor of Arts (Honours) in Product Design Innovation	7	Mandatory