

GDM513 : User Research Data Analysis

The User Research Data Analysis course is a broad exploration of the specific statistical and analytical techniques used to derive insight on user interactions from empirical data. From the basic principles to a deeper study of key statistical tools and professional techniques, students will explore how to analyze consumer use and reaction to a product. Students will also build communication techniques to express their findings clearly to clients and maintain connections that are critical to project success. By evaluating different statistical analysis methods across situations, students will evolve an understanding of how methods and statistics correlate and how they can be applied properly in research contexts.

Credits 3.5