

Spring 2020

## IS 664-102: Customer Discovery (Revised for Remote Learning)

D. Yvette Wohn

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## IS 664 Customer Discovery

Class meets: Thursdays, 6-9pm

Where: CKB 315

Instructor: D. Yvette Wohn, Ph.D.

Office: GITC 5100 Suite (Room 5112)

Office Hours: Thursdays, 12-2pm, or by appointment

Email: wohn@njit.edu

### 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 Canvas.
- 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)**

Instructions: you will be doing analysis based on the 2 interviews you did on your own and 18 others that were uploaded by other students. A total of 20 interviews must be analyzed for this project.

The final paper must be submitted in WORD or PDF. Your name should be the file name (e.g., AdamSmith.doc). You do not need to submit any data analysis notes.

Single space, Times New Roman 12 point or Helvetica 10pt. No cover page is necessary.

### **Grading Rubric**

Intro (2pt): State research question, explain why this research question is interesting

Methods (5pt): Describe the data collection method of the person you interviewed. Aggregate information of 20 participants (age range, race, gender, etc). Include participant table.

Results (30 pt): Pick 3 **main questions (MUST be from the main question section)**. Identify at least two themes for each research question. Results must include summaries, paraphrasing, and direct quotes

Design implications (3 pt): Present ideas for the design of social media, **BASED ON YOUR RESULTS**

### **Example of paragraph breakdown**

Outline of the paper

- Introduction and research question (2 paragraphs)- choose three research questions based on the main questions that were in the protocol.
- Methods (1 paragraph- describe the method of your interviewee)
- Description of participants (20 participants) with participant table (2 paragraphs)
- Results (2 pages) - investigate 3 research questions based on the main questions that were in the protocol. Find themes for the results, must use both paraphrasing and direct quotes. If you do not have direct quotes, you will receive a penalty.
- Design suggestions (2-3 paragraphs)- imagine that you are reporting your results to someone who is working at a financial app company. What could you suggest to them directly based on your results?
- Conclusion (1 paragraph)- a quick summary of your findings.

### **15 Week Breakdown (Schedule is subject to change)**

**Week 1 (Jan. 23):** Course overview & Understanding people. What is user experience (UX) research, why you should care, the difference between quantitative and qualitative research The ethics of human subject research, discussing research topics

Mandatory by federal requirement: IRB certificates

**Week 2 (Jan. 30):** Competitive analysis and literature reviews

Assignment: competitive analysis and literature review (10 points)

**Week 3 (Feb. 6):** Generative research- Ethnographies and diary studies

**Week 4 (Feb. 13):** Ethnography (continued). Analyzing results

**Week 5 (Feb. 20):** Interviewing (Semi-structured) Developing a protocol

**Week 6 (Feb. 27):** Interviewing: Talking about themes, matrices and coding

Assignment: interview data collection and analysis (30 points)

**Week 7 (March 6):** Interviewing (Data analysis)

**Week 8 (March 13):** Interviewing (Data analysis)

**Week 9 (March 20):** SPRING BREAK

**Week 10 (March 27):** Focus Groups

**Week 11 (April 2):** Focus Groups

**Week 12 (April 9):** Inferring from research and creating prototypes

**Week 13 (April 16):** Prototype evaluations. Think-alouds,

**Week 14 (April 23):** Final projects

**Week 15 (April 30):** NO class

*Final project: paper*

### **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, via Canvas. It is your responsibility to check your email and Canvas 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 Canvas. 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 April 20 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>.

In addition to the Helpdesk, NJIT has a number of resources available to help you learn/use Canvas. Please be aware of the following:

1. Getting Started Using Canvas (Student Course):  
<http://njit.mrooms.net/course/view.php?id=6204>
2. Student Canvas Tutorials: <http://Canvas.njit.edu/tutorials/students/index.php>
3. Student Canvas FAQs: <http://Canvas.njit.edu/tutorials/students/faq.php>