Course Title: Design Research: Creating New Products and Market Success  
Course Code: DSN 106 W  
Instructor: Christopher Ireland

Course Summary:  
*Please see course page for full description and additional details.

Grade Options and Requirements:  
- No Grade Requested (NGR)  
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit* (CR/NC)  
  - Students must successfully complete at least 3 out of 7 Assignments and contribute to at least 3 online text Discussions.
- Letter Grade* (A, B, C, D, No Pass)  
  - Students must complete at least 6 out of 7 assignments and contribute to at least 6 online text Discussions. Students seeking an “A” grade should also participate in at least 2 online “Office Hours” Zoom sessions (make-up assignments can be arranged for those unable to attend live Zoom sessions).

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Zoom Session:  
Online Zoom sessions are held at least once a week for one hour and all students are encouraged to participate via audio and/or video connection. Typically, this ends up being Tues, Wed or Thurs. at noon PDT. If the class composition suggests another time slot, this will be adjusted.

Weekly Outline:  
Week 1:  
DESIGN RESEARCH OVERVIEW  
The first class provides an overview of Design Research, its history, components and current use in startups, corporations and other entities.

Week 2:  
FRAMING & DEFINING
Choosing the right problem or opportunity to research is the first -- and arguably most important -- step a design researcher takes. This class explains how to identify problems or opportunities by better understanding people, markets and the forces that drive them.

Week 3:
DEVELOPING EMPATHY
This week's class is a review of the many approaches design research can take to increase user empathy, including observation, interviews, ethnography, and participatory design.

Week 4:
INTEGRATING DATA
This week we'll discuss the role of quantitative data, clickstreams and other forms of insight in exploring and confirming design direction.

Week 5:
ANALYSIS
This week we'll discuss how to organize, assess and make sense of our raw transcripts and secondary data.

Week 6:
MAKING MEANING
Data and information is not interesting or relevant until we make sense of it. This week's class examines the process and skills needed to turn data and information into knowledge.

Week 7:
PROTOTYPING
Prototyping is the process of making a model of something, usually to explain features to others or to test viability or appeal. This week we'll learn why it's an indispensable part of design research projects.

Week 8:
TELL ME A STORY
Many research studies go unread because they are too boring or dense for decisionmakers. This week's class explores how to explain design research findings in a clear, visual and compelling manner.