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

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 8 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 8 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 and all students are encouraged to participate via audio and/or video connection. Sessions are tentatively scheduled for Wedn. at 12noon PDT.

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 THE PROBLEM/OPPTY
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, "pain points," or opportunities by better understanding people, markets and the forces that drive them.
Week 3:
DEVELOPING EMPATHY (FIELDWORK PART 1)
This week’s class is a review of the many approaches design research can take that increases our empathy for users, including observation, interviews, ethnography, and participatory design.

Week 4:
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 into knowledge and the most effective ways to visualize it so others can understand.

Week 5:
PROTOTYPING
A prototype is an early sample, model, or release of a product or service built to test a concept or process with end users. In this week’s class, we’ll review a wide range of prototyping options and guidelines for testing them.

Week 6:
VALIDATION (FIELDWORK PART 2)
This week’s class is a review of how design research can validate ideas, images and prototypes, including simple AB testing and quantitative studies.

Week 7:
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