

Design Research Course

COURSE SYLLABUS

Introduction

Marathon Experience Design Lab is the professional training section of Marathon XP, an experience design firm with 10+ years of practice working with companies and leaders in various industries such as banking & finance, telecommunication, insurance, technology, education, NGOs, etc.

With this vast knowledge and combined decade of experience, we started MexLab to build capacity and impact the designers, professionals, and innovators to design solutions and create experiences that matter.

This Design Research course, compiled and taught by seasoned designers, focuses on helping you gain a comprehensive understanding of research including users, methods, data, and data presentation.

With the shift towards Artificial Intelligence applications to design, there is a need for researchers to add the skill to their arsenal. This course beautifully blends the use of AI into research, its benefits, and its limitations.

Target Audience & Outcomes

TARGET AUDIENCE

This course is designed for

- Beginners in the design research field with limited or no experience in any other design fields.
- Intermediate design researchers who want to improve their skills and broaden their knowledge.
- Expert designers who want to incorporate AI in their design research process.

OUTCOMES

In this course, you will learn

- Foundation of research.
- Research methodologies; designing research studies & collecting data.
- Research synthesis and analysis with AI.
- Handling data and ethical practices in design research.
- Building a Design Research portfolio project.

Course Structure

CONTENT

- 1. Foundations of Design Research**
 - What is Design Research?
 - The Role of Research in Design
 - Key Research Methods (Qualitative vs. Quantitative)
- 2. Planning & Designing Research Studies**
 - Defining Research Goals & Objectives
 - Choosing the Right Methodology
 - Research Planning & Stakeholder Alignment
 - Building Your Portfolio
- 3. Data Collection Techniques**
 - Interviewing & User Observation
 - Surveys & Questionnaires
 - Usability Testing & Diary Studies
 - Remote vs. In-Person Research

CONTENT

- 4. Working with Data**
 - Analyzing & Synthesizing Data
 - Thematic Analysis & Affinity Mapping
 - Persona & Journey Mapping
 - Quantitative Research
 - A/B Testing
 - Behavioral Analytics
 - Enhancing Your Portfolio
- 5. From Insights to Ideas**
 - Generating Ideas from Research
 - AI in Brainstorming & Ideation
 - Co-creation & Participatory Design
- 6. Communicating Research Findings**
 - Structuring Reports & Presentations
 - Storytelling with Data
 - Engaging Stakeholders with Research

Course Structure

CONTENT

7. **Ethics & Best Practices**

- Ethical Considerations in Research
- Bias & Inclusivity in Research
- Data Privacy & Consent

8. **Finalize Your Portfolio**

TIMELINES

This is a 6-week self-paced timeline course containing weekly videos, reading materials, activities, and quizzes to enable participants to proceed to the following week.

You will be sent reminders to complete your weekly tasks and proceed to the next one.

Learning Model

LEARNING METHOD

The course is offered via our online platform, a platform that offers you the opportunity to learn and revisit the course content at your own pace.

You will be provided with reading resources in every module and a finalizing quiz that enables you to move to the next module.

PORTFOLIO PROJECT

To ensure that you practice what you learn, you will be taught how to create and present a portfolio and during the course, you will be asked to pick a challenge to work on as a capstone project.

MENTORSHIP

Every week throughout the course, you will be invited to a live session with a mentor, **an expert Design Researcher**, to offer career advice and answer questions pertaining to the design research field.

Please note that the mentors will not be discussing the course content. If you have any questions concerning the course content, feel free to contact the instructor(s) via the learning platform or leave your questions in the discussion forum.

After Course Completion

After this course you will be able to

- Conduct interviews and collect data using several research methodologies.
- Synthesize and analyze collected data.
- Brainstorm and generate ideas using AI
- Effectively report your findings
- Showcase your new skills through tangible, real-world portfolio project.

CERTIFICATION

After the completion of the course and passing more than 75% of all the in-course quiz, you will awarded a **Certification of Certification**. An official recognition of your knowledge of Design Research.

Got any questions?

Contact us at
mexlab@marathonxp.com