

## Description

This module is intended for students in the UX/UR specialisation.

This module enables students to:

- Understand and anticipate the behaviour of users, which has become essential to the design of digital and interactive products.
- Master a rigorous and empirical research approach, based on data collection, their analysis and their interpretation.

## Detailed objectives

- Use experimental methods to answer issues related to users' behaviour.
- Collect and process data in an appropriate manner to answer these questions.
- Be capable of interpreting results to make decisions in design situations.
- Use specialised software for data processing.

## Assessment methods

### Session 1

Individual written examination.

### Session 2

Individual written examination.