

# USER EXPERIENCE - M.S.

## College of Communication and Information

School of Information  
www.kent.edu/iSchool

## About This Program

Are you passionate about creating digital products that are both user-friendly and successful for businesses? In the M.S. degree in User Experience, you'll engage in all phases of the interdisciplinary design process, from learning and understanding to imagining, evaluating and informing. Enroll today to become a skilled professional who can make a real difference in the digital world. Read more...

## Contact Information

- School Director: **Meghan Harper** | iSchool@kent.edu | 330-672-2782
- Connect with an Admissions Counselor: U.S. Student | International Student

## Program Delivery

- **Delivery:**
  - Fully online

## Examples of Possible Careers and Salaries\*

### Web developers and digital interface designers

- 8.0% much faster than the average
- 174,300 number of jobs
- \$77,200 potential earnings

\* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

For more information about graduate admissions, visit the graduate admission website. For more information on international admissions, visit the international admission website.

## Admission Requirements

- Bachelor's degree from an accredited college or university
- Minimum 2.750 undergraduate GPA on a 4.000-point scale<sup>1</sup>
- Official transcript(s)
- Résumé
- Goal statement
- Three letters of recommendation
- English language proficiency - all international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning one of the following:
  - Minimum 587 TOEFL PBT score
  - Minimum 94 TOEFL IBT score
  - Minimum 82 MELAB score
  - Minimum 7.0 IELTS score

- Minimum 65 PTE score
- Minimum 120 Duolingo English score

<sup>1</sup> Applicants who do not meet the minimum 2.750 GPA requirement must submit a statement that addresses the circumstances that contributed to the GPA and preparation for success in graduate study. Applicants should include recent professional achievements that indicate an ability to perform at a higher academic level to be considered for conditional admission to the program.

## Application Deadlines

- **Fall Semester**
  - Application deadline: April 15
- **Spring Semester**
  - Application deadline: November 15
- **Summer Term**
  - Application deadline: March 15

*Applications submitted after these deadlines will be considered on a space-available basis.*

## Programs Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements</b>		
UXD 60001	USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS	3
UXD 60002	USER EXPERIENCE DESIGN IN PRACTICE	3
UXD 60101	INFORMATION ARCHITECTURE I	3
UXD 60102	PRINCIPLES OF INTERACTION	3
UXD 60103	RESEARCHING THE USER EXPERIENCE I	3
UXD 60104	USABILITY I	3
UXD 60118	ACCESSIBILITY EVALUATION AND UNIVERSAL DESIGN	3
Major Electives, choose from the following:		12
HI 60414	HUMAN FACTORS AND USABILITY IN HEALTH INFORMATICS	
LIS 60636	KNOWLEDGE ORGANIZATION STRUCTURES, SYSTEMS AND SERVICES	
UXD 60106	CONTENT STRATEGY I	
UXD 60111	INFORMATION ARCHITECTURE II	
UXD 60112	INTERACTION IN PRACTICE	
UXD 60113	RESEARCHING USER EXPERIENCE II	
UXD 60114	USABILITY II	
UXD 60117	USER EXPERIENCE DESIGN LEADERSHIP	
UXD 60691	SEMINAR IN USER EXPERIENCE DESIGN	
UXD 60792	ELECTIVE INTERNSHIP IN USER EXPERIENCE DESIGN	
UXD 61095	SPECIAL TOPICS IN USER EXPERIENCE DESIGN	
Any Health Informatics (HI) Course		
Any Knowledge Management (KM) Course		
Any Library and Information Science (LIS) Course		
Any User Experience Design (UXD) Course		
<i>Culminating Requirement</i>		
Choose from the following:		3-6

UXD 66080	PROFESSIONAL PORTFOLIO DESIGN AND ASSESSMENT
UXD 66092	MASTER'S INTERNSHIP IN USER EXPERIENCE DESIGN
UXD 66099	MASTERS PROJECT IN USER EXPERIENCE DESIGN
UXD 66198	MASTER'S RESEARCH PAPER IN USER EXPERIENCE DESIGN
UXD 66199	THESIS I

Minimum Total Credit Hours:

36

## Program Learning Outcomes

Graduates of the program will be able to:

1. Create a portfolio as a means to demonstrate competencies.
2. Design and conduct research in a variety of ways necessary to understand users, stakeholders and competitors.
3. Apply user experience research and design techniques to solve for user needs.
4. Create and evaluate structures to support information and content organization.
5. Test and critique existing designs and prototypes by employing usability-testing methods.
6. Communicate solution ideas in a variety of ways to design teams, stakeholders and developers.
7. Demonstrate ability to manage user experience activities to align user experience activities to organizational goals.

## Full Description

The Master of Science degree in User Experience prepares students for careers requiring solid understanding of user research, interaction design, usability, content strategy and information architecture.

As essential members of interdisciplinary design teams, user experience professionals engage in a variety of activities to produce usable products that delight users and help organizations meet business goals. User experience analysis addresses the structural, informational, psychological and emotional aspects that make web, mobile and other online technologies useful and successful.

At Kent State University, user experience students engage in all phases of the interdisciplinary design process in a sequence of courses that mirror the steps: learn, understand, imagine, evaluate and inform. Initial learning begins with gathering data/information about users, clients, the organizational culture, common tasks and work environments. After sufficient information is gathered, the team seeks to understand the context in which the project will be undertaken, bridging between data collection and design in the imagine phase. Imagining involves brainstorming, prototyping and critiquing in iterative evaluation of design solutions to see if they work in the real world. This may involve activities such as paper prototyping, high-fidelity interactive prototyping and usability testing. The results of evaluation are communicated to appropriate audiences. This informing process involves presenting to clients and stakeholders, writing reports and other forms of communication.