



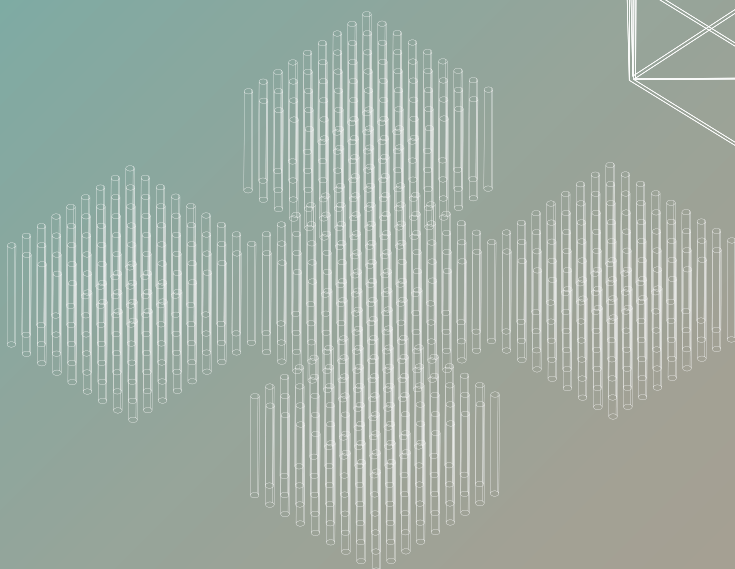
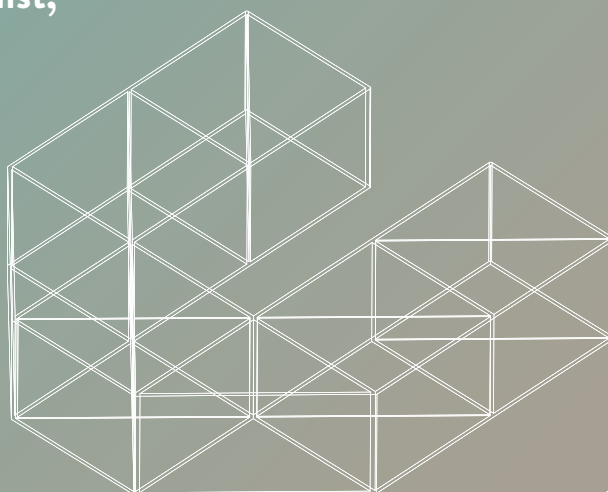
UNIVERSITÀ
CATTOLICA
del Sacro Cuore



POLITECNICO
MILANO 1863



The Master in User Experience Psychology will help you to develop the knowledge and skills required to **become a User Experience Specialist**, one of the most demanded careers in the digital era



In collaboration with:

POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO



Experience
Design
Academy

**BLENDED
LEARNING
READY**

*on distance &
face-to-face*

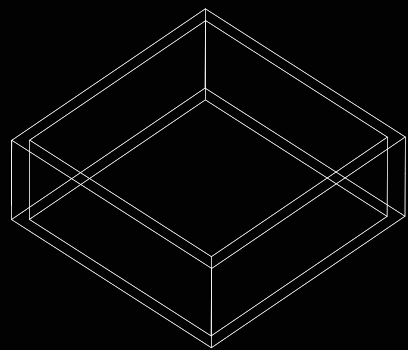
Whats & whys

Today, user experience (UX) is one of the trendiest topics in the industry. As technologies have become ubiquitous in our society, there is a compelling need to design digital experiences that are easy, engaging and accessible.

The **Specialising Master in User Experience Psychology (UxP)** is geared toward students and professionals who want to acquire in-depth knowledge of the different approaches that combine to deliver the right UX for products and services.

By adopting a unique interdisciplinary perspective that integrates in-depth technical and psychological knowledge, the course will provide you with the essential methods and tools for creating and evaluating digital experiences that meet user needs, across a range of platforms and in a wide spectrum of industrial domains.

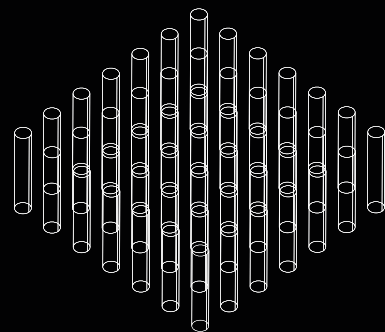
Why choose our Master in User Experience Psychology:



Practice-oriented

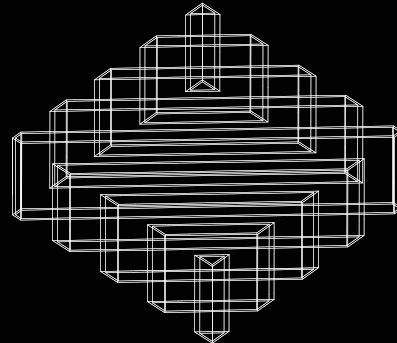
The course has a strong practical focus and is based on a learn-by-doing strategy: you will be engaged in real use cases and scenarios driven by our industrial partners, which will help you putting your skills into action.

Our small, interactive classes (with max 25 students) enable close-up access to our professors' expertise and full interaction with fellow students.



Interdisciplinary approach

The Master will provide you with a balanced mix of design and psychology skills, in order to gain a thorough understanding of user's needs, emotions and contexts.



Personalization of learning

Our blended-ready formula has been carefully designed to tailor your learning experience, to best meet your interests and career aspirations.



Promoters

The course is a joint collaboration between **Università Cattolica del Sacro Cuore** and **Politecnico di Milano**.

Università Cattolica del Sacro Cuore

Founded in Milan in 1921, Università Cattolica del Sacro Cuore is the largest Catholic University in Europe and, in step with growing international development, it has five Campuses throughout Italy: Milan, Brescia, Cremona, Piacenza and Rome, where the "Agostino Gemelli" University Polyclinic is also operative.

The University is internationally renowned for its prestigious academic activities, commitment on the frontiers of research and quality services; these are the strengths of an Institution that has always embraced innovation and change.

In this sense, Università Cattolica del Sacro Cuore holds a prestigious position in European tradition as a place of cultural development, in which the pledge to a broad and unifying knowledge, capable of reading and interpreting the complexity of our context, is very strong.

Politecnico di Milano

According to the *2020 QS World University Rankings* Politecnico di Milano ranks 6th in the world, second in Europe and first in Italy in the subject area Art & Design. Its Department of Design is part of the Politecnico di Milano Design System, together with the School of Design, the Research Doctorate in Design, the Laboratories and the POLI.design Consortium. Together, they represent one of the most important university bodies in the field of design at international level.

XDAcademy | POLI.design

POLI.design was founded by the Politecnico di Milano in 1999. Together with the School of Design of the Politecnico di Milano and the Department of Design, it forms the Politecnico's Design System, a cluster of resources, skills, structures and laboratories, which are among the most prestigious in the world.

XDAcademy is the center of applied research of POLI.design dedicated to User Experience, in both digital and physical domains. The center provides training, coaching and applied research working with companies and institutions.



The course

The course is intended for students with different backgrounds, who share the interest and passion towards delivering excellent user experiences. The Master’s unique mix of disciplines and practices, along with the vibrant international environment, will make your training journey a transformational experience in itself.

For whom?

The Specializing Master is designed for ambitious graduates and professionals who wish to pursue or further develop in a career in the UX, which is one of the most demanded careers in the emerging “experience economy”.The ideal candidate has a strong commitment to understand how to create digital experiences that match users’ needs as well as a strong motivation to engage with a genuine interdisciplinary environment mixing design and psychology.

Approach

Classroom training, seminars, project-work and internship experiences carried out with partner companies are integrated into an optimized professional path to maximize the talents, ambitions and starting skills of each participant. During the Master, you will also enjoy teamwork with colleagues from different backgrounds (i.e., designers and psychologists), under the rigorous supervision by leading international experts.

THEORETICAL-PRACTICAL LESSONS

THEMATIC SEMINARS

EXERCISES

CASES ANALYSIS AND DISCUSSION

LAB. ACTIVITIES

PROJECT WORKS

INTERNSHIP

The Specializing Master’s program features more than 500 hours of in-class training, integrated by hands-on exercises, laboratory activities, field experiences, project-based work, team collaboration and attendance to seminars - such as the UX Talks - given by internationally renowned experts.

Careers

The goal of the training is to form professionals who are able to combine high-level competences in design (research, prototyping, conceptual development and evaluation) and the psychological ability of understanding user’s needs and expectations. Students who complete this Master can develop their professional career in the following paths:

- › USER EXPERIENCE DESIGNER
- › UX RESEARCHER
- › INTERACTION DESIGNER
- › UX SPECIALIST
- › PRODUCT DESIGNER
- › USABILITY ANALYST



Structure

The course is designed to be done by students with part-time jobs and other life commitments. The program takes place 3 days a week, minimum mandatory attendance is 75%.

Three core modules will provide participants with all professional skills needed for designing, developing and evaluating experiences with digital products and services:

1 USER EXPERIENCE RESEARCH

Principles, methods and techniques for understanding and modelling users’ needs.

- UX basics
- Principles of user experience design
- Methods and tools of user research: planning and execution of interviews, ethnographic research, shadowing techniques, personas, storyboards, journey maps.

2 USER EXPERIENCE PRACTICES

Theoretical and practical basics and tools of design.

- Principles of human-centered design, usability heuristics, interaction design basics
- Design tools: Agile methodologies (user story, use case, sitemapping, user flow, wireframing, prototyping, hand-off).

3 USER EXPERIENCE EVALUATION

Tools and methods of experience evaluation.

- Qualitative and quantitative assessment methods
- Planning and executing a research protocol
- Design evaluation: techniques and tools (usability testing, A/B test, remote monitoring).

Syllabus

User Experience Psychology Principles

40 hours

- Psychology of User Experience
- Cognition and emotions
- Social and communication psychology
- Paradigms of Human-Computer Interaction
- UX Ethics

Design & UX Principles

40 hours

- Human-Centered Design
- Interaction Design basics
- Service Design basics
- From Strategic Design to Design Thinking
- Visual Design basics & tools

User Research Tools and Methods

70 hours

- Research planning and execution
- Qualitative research methods
- Cognitive modelling
- Task analysis
- P.A.C.T. framework and scenario mapping

User Research Practices

30 hours

- User Research in practice
- Conducting qualitative Interviews
- Building Personas
- Defining Customer Journey Maps

Creativity & Soft Skills for UX

20 hours

- Soft skills for UX
- Team management
- Team creativity

UX Design Practices

90 hours

- Concept generation
- User stories & use cases
- Information Architecture
- Prototyping
- Hand-off: UX to UI to development

PROJECT WORK



Qualitative and quantitative Evaluation

70 hours

- Experimental design, ethics and validity
- Qualitative research evaluation methods and tools
- Quantitative research evaluation methods and tools

Design Evaluation Tools and Methods

30 hours

- Usability testing & A/B tests
- CRO & Data analysis
- Prototype refinement



PROJECT WORK

FINAL PROJECT WORK

Hands-on Workshop
80 hours

Final week new Project Work
Workshop

Internship

At the end of the Master, you will enjoy the opportunity to put your knowledge and skills into practice, by participating in an internship in one of the qualified partner companies.



Faculty

Our faculty counts on several recognized teachers and professionals, from the fields of psychology and design.

For all information and updates:
<https://cutt.ly/UxPMaster>



Scientific Direction

Prof. Andrea Gaggioli

Andrea is full professor of psychology at the Università Cattolica del Sacro Cuore. His research goal is to integrate neuroscience, immersive design, and art to create transformative digital experiences that improve people's lives. Andrea earned a M.Sc. in Experimental Psychology from the University of Bologna and a Ph.D. in Psychobiology from the University of Milan. Over the last 20 years, Andrea has been involved in several r&d projects concerning human-computer interaction and Ux. His research has been largely funded by the European Commission. Andrea has published over 150 articles in peer-reviewed journals, including Science and Nature, and he has been invited to give keynote addresses at national and international conferences on the topics of his research.

Prof. Venanzio Arquilla

Venanzio is Associate Professor at Politecnico di Milano - Design School and Secretary of the Bachelor Degree on Product Design and the Master Degree on Product Design for Innovation at the Politecnico di Milano - Design School. His research activities deal with design innovation tools and methodologies, service design, design policies, making and fabbing, including different lines of research on design innovation and technology transfer, with collaboration at national and international levels. Venanzio is Founder and Director of the Experience Design Academy - POLI.design and of Laboratorio Co.Meta - Design for Autism.

Programme's Partners

The Master has established partnerships with several qualified companies, which will provide you with project work and stage opportunities.

Main sponsor:

Ernst & Young



Partner companies:

BPER Banca S.p.A.

Promoest

SRLabs

Studio Volpi

Vodafone Design Studio



Practical Information

Qualification

1st level Master's diploma, 60 ECTS.

Admission requirements

The specializing master welcomes candidates with a Degree or Specialist/Master's Degree preferentially in social and human sciences, design, engineering, architecture and economics, but students with other backgrounds may be eligible as well. Work experience is considered a plus. Undergraduates may apply when the Bachelor's degree has been obtained by March/April 2021.

Applicants are invited to submit the following documents online at the admission portal:

master.unicatt.it/application

- Updated CV in English
- Motivation letter
- For applicants whose first language is not English, or have not completed a degree programme taught in the English language, an English certificate (minimum B2) is required
- Publications (e.g. articles, books, etc.)
- Academic honors, letters of reference, are considered as additional documents although the submission is not compulsory.

Admission Steps

The admission steps are as follows:

1. Submission of online application on the admission portal
2. Assessment of application
3. Admission interview and English language proficiency.

Admission deadlines

10% discount for early bird applicants. The early bird deadline is 31th July 2020.

Final admission deadline is 30th November 2020.

Tuition fee

The tuition fee is € 10.000, to be paid as follows:

- € 3.000 upon admission;
- € 3.000 by end of March 2021
- € 2.000 by and of June 2021
- € 2.000 by end of September 2021.

Scholarships

There are up to 5 partial scholarships available for the Specializing Master in User Experience Psychology provided by the Master's main partner, **Ernst & Young**. These scholarships will take the form of a €4,000 discount on the tuition fee (gross of any foreseeable taxes).

Scholarships are targeted at deserving and promising applicants with the potential to make the most of their Master's program. The scholarships will be awarded by a panel chaired by the Master's Directors, whose decision is final and not open to discussion or appeal by applicants.

How do I apply? Every candidate will be automatically considered when they fulfill all criteria for admission to the course, no further application is needed.

What are the criteria? Partial scholarships on tuition fee will be assigned according to the following criteria:

- Demonstration of academic excellence;
- Potential to contribute and enrich all aspects of the Master's programme and the diverse academic and cultural profile of the Master's class;
- Personal motivation, emerging from the letter of motivation (in which the candidate explains the reasons for choosing the Specializing Master in User Experience Psychology) and the admission interview;
- International experience;
- Publications (e.g. articles, books, etc.) and/or portfolio;
- Academic honors and/or awards;
- Proof of English proficiency;
- Certifications.

General conditions

The beneficiaries of the partial exemption will be notified by e-mail within 20/12/2020.

Partial exemptions can be combined with "early bird" exemption for candidates who applied by July 31th, 2020. The first installment of tuition fee (€3,000, to be paid upon admission) is always due, scholarship amounts will be deducted from the remaining installments.

Università Cattolica del Sacro Cuore reserves the right not to assign the total number of scholarships available in the event that, at the discretion of the Specializing Master's Commission, no candidates appear who meet requirements of merit set.

APPLY NOW

master.UXP@unicatt.it
<https://cutt.ly/UxPMaster>





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POLITECNICO
MILANO 1863



User Experience Psychology Master

I edition 2021

Admission deadlines

31st July 2020 – Early bird deadline

30th November 2020 – Final admission deadline

Duration

11 months programme

+ Internship

Location

Milan, Italy

Teaching language

English

Promoters

Università Cattolica del Sacro Cuore

Politecnico di Milano

POLI.design | XDAcademy

Scientific Direction

Andrea Gaggioli, Università Cattolica del Sacro Cuore

Venanzio Arquilla, Politecnico di Milano

Contacts

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