

Master in User Experience Psychology

4th Edition / Jan-Dec 2024

Whats & whys

Why become a user experience expert?

Today, User Experience (UX) is one of the trendiest topics in any industry. As technologies became 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.



Learning by doing approach

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.



Interdisciplinary contamination

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.



Soft and hard skills support

You will test your abilities by collaborating in groups. Attitudinal tests will help you identify your strengths and weaknesses to better prepare you for the job market. Additionally, you will receive individual support for career management and internship.

Promoters

The course is a 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 2023 QS World University Rankings Politecnico di Milano ranks 5th in the world, first in Europe and 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.

Experience Design Academy | 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.

Experience Design Academy 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.

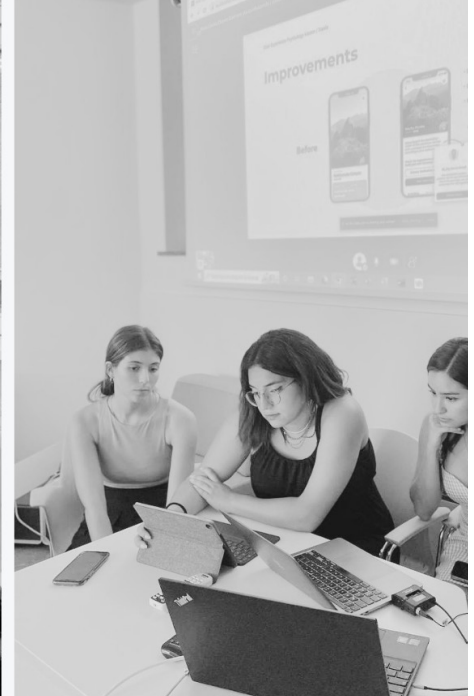
The Course

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.

The Specializing Master's program features more than 500h 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.

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. You will also enjoy teamwork with colleagues from different backgrounds (i.e., designers and psychologists), under the rigorous supervision by leading international experts.



For whom?

The Specializing Master is designed for ambitious graduates and professionals who wish to pursue a career in UX, 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.

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:

Theoretical-practical lessons

Thematic Seminars

Exercises

Case analysis & Discussion

Lab Activities

Project Works

Internship

Individual Final Project

- › User Experience Designer
- › UX Researcher
- › Interaction Designer
- › UX Specialist
- › Product Designer
- › Usability Analyst

Our small, interactive classes (with max 30 students) enable close-up access to our professors' expertise and full interaction with fellow students.

Structure

The course has been designed to cater to students who have part-time jobs and other life commitments. The program is conducted three

days a week, Thursdays, Fridays, and Saturdays, with mandatory attendance set at 75%. The course comprises of three modules

aiming to equip participants with the professional skills required for designing, developing, and evaluating digital products and services experiences.

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, handoff).

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).

Modules

Psychology

UX Psychology Principles

40h

- * Psychology of User Experience
- * Cognition and Emotion
- * Social and Communication Psychology
- * The paradigms of Human-Computer Interaction
- * Ethics of UX

Takeaways

**Groundings of the
discipline**

Design

Design and Principles of UX

40h

- * Human-Centered Design
- * Foundations of Interaction Design
- * Foundations of Service Design
- * From Strategic Design to Design Thinking
- * Foundations and tools for Visual Design

**How to achieve a
design mindset**

Psychology

User Research Tools & Methods

70h

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

**How to study users
with relatable
insights**

Design

User Research Practices

30h

- * User research in practice
- * Qualitative interviews
- * Personas construction
- * Defining Customer Journey Maps

**How to turn insights
into actionable
design inspiration**

Psychology

Creativity & Soft Skills for UX

20h

- * Soft skills for UX
- * Team management
- * Team creativity

**How to foster
critical thinking and
collaboration**

Design

UX Design in Practice

90h

- * Concept ideation, User stories & Use cases
- * Information architecture
- * Prototyping
- * Hand-off: from UX to UI to development

**Create complete
user stories & cases
taking the product to
the next level**

Modules

Psychology

**Qual & quant
Evaluation**

70h

- * Experimental design, Ethics and Validity
- * Qualitative research, validation methods and tools
- * Quantitative research validation methods and tools

Takeaways

**How to use
feedbacks to improve
your product**

Design

**Design Evaluation
methods and Tools**

30h

- * Usability testing
- * CRO & Data analysis
- * Prototype refinement

**How to get to
a valuable hi-fi
prototype**

Summer Workshop

2 Weeks intensive Workshop 80h

Ending Activities

Internship (400h)

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.

Individual Final Project

Each student will be asked to conduct an individual final project that will encompass all the topics, methodologies and tools learnt in the Master.



Scientific Direction

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>



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 Coordinator Head of the Bachelor Degree in Product Design and the Master Degree in 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 in 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.

Coordination

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<https://cutt.ly/UxPMaster>



Davide Genco

Davide is a Designer skilled in User Experience for digital products and services. He has a Master Degree in “Design della Comunicazione” at Politecnico di Milano, Scuola del Design. He is been one of the selected students for attending ASP – Alta Scuola Politecnica, a multidisciplinary school for young talents from Politecnico di Milano and Torino. He is a consultant working for design agencies – such as VISUP, H-FARM – startups, SMEs and Institutions. He is Adjunct Professor at Politecnico di Milano’s Laboratorio Co.Meta - Design for Autism. He is Technical Director of the Experience Design Academy by POLI. design.



Sofia Scatena

Sofia is a journalist, author and speaker, she provides a long documented experience in managing digital communication. She worked as Content & Media Manager for RCS, Giunti Multimedia and Repubblica before transitioning to the academic career. She taught web usability at SDA Bocconi and is now adjunct professor at Università Cattolica del Sacro Cuore, Psychology faculty. (Center for Study & Research in New Media and Technologies). She authored “My Personal Branding” (Fausto Lupetti Editore - 2014) and “Psicologia del Personal Branding” (V&P, 2022). She is co-author of “Marketing 2.0” and “Il futuro del digital advertising”.

Faculty

Chiara Annovazzi

Psychologist and Postdoctoral researcher at Università Bicocca

Luciano Baresi

Full professor at Politecnico di Milano

Giacinto Barresi

ENACT Project Coordinator at Istituto Italiano di Tecnologia

Stefano Besana

Design Director at EY for Wavespace - Future and Design for Work

Irina Bogani

Head of UX Research & Test team at Vodafone Design Studio

Letizia Bollini

Associate professor at Libera Università di Bolzano

Eleonora Brivio

Adjunct professor at Università Cattolica del Sacro Cuore

Matteo Cantamesse

Adjunct Professor at Università Cattolica del Sacro Cuore

Gianluca Carella

Postdoctoral researcher at Politecnico di Milano

Cabirio Cautela

Associate professor at Politecnico di Milano

Giulio Ceppi

Researcher and professor at Politecnico di Milano

Alice Chirico

Co-director of the Experience Lab at Università Cattolica di Milano

Alessia Correani

PhD, Neuroscientist

Carlo Galimberti

Full professor at Università Cattolica del Sacro Cuore

Flora Gaetani

Product designer and researcher at Politecnico di Milano

Federico Giaimo

Psychologist and Service Designer at Dipartimento per le Trasformazioni Digitali

Gabriele Malaspina

UX/UX Designer

Elena Marengoni

Service Designer and Consultant

Maurizio Mauri

Coordinator of the Scientific Research at Experience Lab

Xue Pei

Service Designer and Researcher at Politecnico di Milano

Massimo Pettiti

CEO at GloBrain-Innovation Management and professor at NABA

Giovanni Pola

CEO @GreatPixel

Giovanni Quattrocchi

Postdoctoral researcher at Politecnico di Milano

Giuseppe Riva

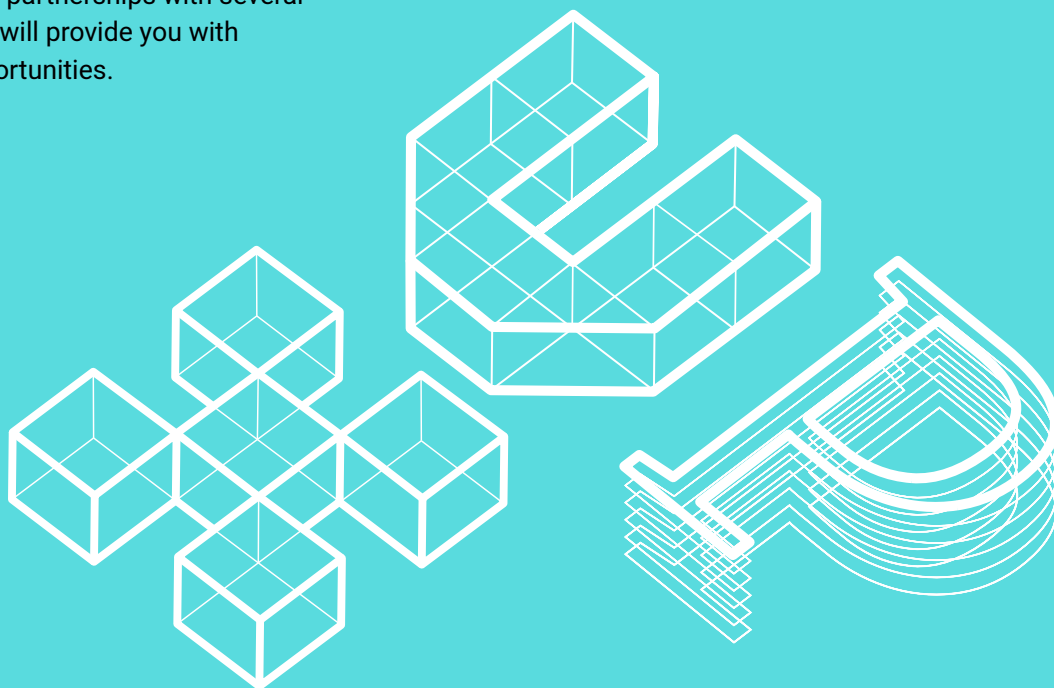
Full professor at Università Cattolica del Sacro Cuore

Francesco Zurlo

Dean of Design School at Politecnico di Milano

Partners

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



Main partners from past editions:

ELIGO

 **Sisal**

 **HUAWEI**

conflux

**VO
LPI**
STUDIO

 **EY**

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 **Promoest**
conventions, events
exhibitions & translations

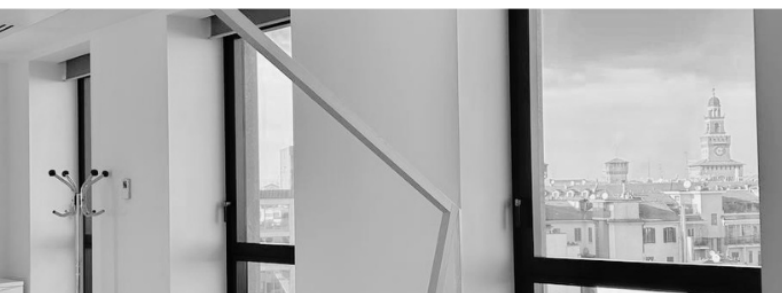
Narvalo



POLITECNICO
MILANO 1863



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



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 2023.

Applicants are invited to submit the following documents

online at the admission portal:

master.unicatt.it/application

About you

- * 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.



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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

Final admission deadline is 31st October 2023.

Tuition fee

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

- * € 3.000 upon admission;
- * € 3.000 by end of March 2024.
- * € 2.000 by and of June 2024.
- * € 2.000 by end of September 2024.

Scholarships

Scholarships may be announced in the coming months, please check the Master's website for updates.

Apply Now!

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



Master in User Experience
Psychology
4th Edition 2024

Admsission Deadline
31st October 2023

Duration
**7 months programme
+ Internship**

Location
Milan, Italy

Teaching Language
English

Promoters
**Università Cattolica del Sacro
Cuore
Politecnico di Milano
POLI.design | Experience Design
Academy**

Scientific Direction
Andrea Gaggioli, Università Cattolica
del Sacro Cuore
Venanzio Arquilla, Politecnico di
Milano

Contacts
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