

Master of Science

# Human Factors in Information Design

MS



## DESIGNING FOR FUN



### Carly Hines

Senior UX Researcher  
PlayStation

I am a Senior UX Researcher working on the game, MLB The Show, at PlayStation's San Diego studios. I work closely with game and UX designers to better understand the needs and desires of our players, and to ensure that the experiences we release are fun, intuitive and rewarding.

Deepening my understanding of UX research and learning how to confidently and effectively advocate for it was the single most important thing that I took away from Bentley, and that continues to pay off for me every day. Also, the flexibility of the Bentley program allowed me to work full-time while earning my degree remotely. The emphasis on human factors psychology and the hands-on courses and projects really drew me in. The community of people that I've met, even as a fully remote student, is one of the things that stands out most for me. I've learned from, and have been supported by, so many inspiring people, professors and students alike. Once you're in this community, you're in it for life!

We believe that a human-centered process improves all that we design and create. In our Master's in Human Factors in Information Design (HFID) program, you'll develop a deep understanding of human behavior strengthened by user research and ultimately implemented in product design. You will gain a keen appreciation for the strategic role of UX in building competitive advantage for your organization.

You'll tackle real research and design problems sponsored by leading tech, business and medical organizations, sharpening your skills and building your portfolio. And, by mastering emerging technologies such as voice interaction, VR/AR, IoT, wearables, behavioral design and AI, you'll set yourself up with a strong and diverse portfolio of skills and a career that's future proof.

## Overview

- Master UX research methods, including ethnography, field research, interviews, quantitative methodologies, survey design and formative and summative usability testing.
- Learn how to move quickly from research and data to innovative design solutions.
- Gain a firm understanding of business strategy that embraces the critical role of user experience in adding value for organizations of every kind.
- Study on the Bentley campus, online from home or office, at our San Francisco facility or a combination of the three.
- Experience cutting-edge learning centers and labs such as the User Experience Center which provides consulting services to corporate and non-profit clients around the globe; a Haptics Lab which explores human-computer interaction incorporating the fields of engineering, cognitive psychology and neuroscience; and our Virtual Augmented Reality Lab which uses immersive technologies to solve complex design challenges in health care, sustainability, education and architecture.
- Work alongside other top students and industry leaders and grow your professional network. HFID graduates routinely land senior-level positions at top companies around the globe.



**BENTLEY UNIVERSITY**

McCallum Graduate School  
of Business

## Curriculum

The HFID program has a 10-course, 30-credit minimum requirement for degree completion. Admission to the HFID program requires a bachelor's in the social sciences, design or engineering, or permission from the program director. Candidates should have relevant experience in design, software, mobile or hardware development; industrial design; information architecture; interaction design; front-end development; product management; social media or usability testing. Three years of experience is recommended.

### Core

#### Three required courses.

**HF 700** Foundations in Human Factors

**HF 710** Managing a User-Centered Design Team

or

**HF 725** UX Leadership and Management

**HF 750** Testing and Assessment Programs

### Human Factors Electives

#### Select five courses from the following:

**HF 720** Internationalization and World-Ready Product Design

**HF 730** Visualizing Information

**HF 735** Design Ethics

**HF 740** Information Architecture: User-Centered Design for the Web

**HF 751** Measuring the User Experience

**HF 760** Intelligent User Interfaces

**HF 766** Multi-Modal Interface Design

**HF 770** Prototyping and Interaction Design

**HF 775** Design Innovation

**HF 780** Field Methods in Human Computer Interaction

**HF 785** Ethnography for Experience Design

### Non-Human Factors Electives

#### Select two approved business area courses such as:

**CS 602** Data-Driven Development with Python

**CS 607** Cybersecurity

**IPM 652** Managing with Analytics

**MG 632** Leading Effective Work Teams

**ST 625** Quantitative Analysis for Business



For complete degree requirements and up-to-date courses, scan the code.