At Bentley University, we believe that a human-centered process improves all that we design and create. In our MSHFID program, you’ll gain a deep understanding of human behavior through research that informs today’s product design, and 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 companies, sharpening your skills and building your portfolio. And, by mastering emerging technologies such as VR/AR, voice interaction, 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.

**Program Features**

- Learn about human behavior relative to product design, universal accessibility, minimal design, usability and the user experience.
- Master UX research methods, including ethnography, field research, interviews, internationalization, quantitative methodologies, survey design, and formative and summative usability testing.
- Become adept at moving quickly from research and data to innovative design solutions.
- Gain a firm grounding in business strategy that embraces the critical role of user experience in adding value for organizations of every kind.
- Study here at Bentley, online from a home or office, at our San Francisco satellite campus, or a combination of the three.
- Build world-ready design through product and application internationalization strategies.
- Embrace ethical design practices.

**Experiential Learning**

The Bentley MS HFID program gives students access to three state-of-the-art learning centers and facilities.

**The User Experience Center (UXC)** is the hands-on research centerpiece of the MS HFID program. Its full-time staff of UX professionals provide consulting services to corporate and non-profit clients around the globe.

**Dr. Ziat’s Haptics Lab** explores human-computer interaction (HCI) with natural and artificial environments, incorporating the fields of engineering, cognitive psychology and neuroscience.

**Dr. Ericson’s Virtual & Augmented Reality Lab** uses immersive technologies to solve complex design challenges in healthcare, sustainability, education, and architecture.

**Career Outcomes**

Our program emphasizes the strategic role of UX in enhancing an organization’s competitive advantage, and our graduates routinely land senior-level positions at top companies across the country and around the world. Some job titles of our graduates are: UX researcher, Interaction designer, UX designer and Human Factors engineer.
Curriculum

Admission to MSHFID program requires a Bachelor of Science in anthropology and neuroscience or engineering; a Bachelor of Arts in new media, design or psychology; 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 (3 courses)
HF 700 Foundations in Human Factors
HF 710 Managing a User-Centered Design Team
or
HF 725 UX Leadership and Management
HF 715 Innovation Bootcamp (required of California online students only)
HF 750 Testing and Assessment Programs

Human Factors Electives (5 courses)
Select five courses from the following:
HF 720 Localization and the Global Market
HF 730 Visualizing Information
HF 740 Information Architecture: User-Centered Design for the World Wide Web
HF 751 Measuring the User Experience
HF 760 Intelligent User Interfaces
HF 761 Mobile Design
HF 765 Emerging Interfaces
HF 766 Multi-Modal Interface Design

HF 770 Prototyping and Interaction Design
HF 780 Field Methods in Human Computer Interaction
HF 785 Ethnography for Experience Design
HF 790 Internship in HFID
HF 795 Research Methods in Human Factors
HF 800 User Experience Thesis

Non-Human Factors Electives (2 courses)
Select two courses from an approved business area such as:
CS 602 Data-Driven Development with Python
CS 603 Algorithmic Thinking with Java
CS 607 Cybersecurity
GBE 790 Global Business Experience
IPM 652 Managing with Analytics
MG 632 Leading Effective Work Teams
MG 646 Leading Technology-Based Organizations
MG 652 Strategic Innovation
ST 625 Quantitative Analysis for Business

For complete degree requirements and most up-to-date course options, visit bentley.edu/graduate.

bentley.edu/graduate/hfid
Program Director: William Gribbons | wgribiaobs@bentley.edu | 781-891-2926

Bentley approaches design-learning differently and showed me I’m capable of more than I ever thought possible.

Ryan
Senior UX Designer
Tesla