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 futureproof.

**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.

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**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!
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 750 Testing and Assessment Programs
And either:
- HF 710 Managing the Experience Design Process
- HF 725 UX Leadership and Management

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 764 Immersive and Conversational Interface Design
- HF 766 Multi-Modal Interface Design
- HF 770 Prototyping and Interaction Design
- HF 775 Design Innovation
- HF 780 Field Methods
- HF 785 Ethnography for Experience Design
- HF 795 Research Methods for Human Factors

Non-Human Factors Electives

**Select two approved business area courses such as:**
- CS 602 Data-Driven Development with Python
- CS 607 Cybersecurity
- CS 655 Managing with Analytics
- MG 632 Leading Effective Work Teams
- ST 625 Quantitative Analysis for Business