Claremont User Experience Research Lab
User Experience MA Program
Department of Applied Cognitive Psychology

Contact Information

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Schedule a [30 min Introductory Call](#) to begin a project or to discuss what the lab can do for your team.

What is the Claremont User Experience Research Lab?

At the Claremont UXR Lab, we apply cognitive theory alongside qualitative and quantitative research methods to optimize digital experiences and interactive technology. The Claremont UXR Lab employs graduate students from the User Experience Masters Program and other students Claremont Graduate University who are pursuing careers in User Experience and Product Development. The purpose of the lab is to provide an applied setting for students to apply their UX research and human-centered design skills. Students need 320 hours of practical experience to graduate from the UX MA program.

What services does the Claremont UXR Lab provide?

UX students at CGU take courses in research methods, statistics, cognitive psychology, business, design, and more. Their UX Research courses include: UX Strategy, Interaction Design, Usability Testing, and Advanced UX Research Methods.

All work is performed remotely. Some students are available to do onsite work in the Greater Los Angeles Area, or relocate during the summer.

We take an embedded approach to working with clients. 1-3 researchers are assigned to each client, and work closely with the client to deliver the project. Researchers from the lab work with the client's existing processes and tools to perform research tasks.

Services:
- Unmoderated & Moderated Usability Testing
- Heuristic Evaluation
- Qualitative Interviews
- Survey Design & Analysis
- Benchmarking
- Competitive Analysis

- Product Concept Evaluation
- Diary Study Design & Analysis
- Feature Prioritization and Roadmap Research
- Data-driven User Personas and Ideal Customer Profiles
- Field Research (in the Greater Los Angeles Area)

Not sure? Book a free consultation with the Lab Director to start designing your custom research project.

How does the process work for projects?

Project Intake
- Client meets with the Lab Director to discuss project scope, timeline, available resources, desired outcomes, and budget (if applicable).
- Lab Director and lab members create a Scope of Work document and work with the client to revise the document as needed. Budget proposals are finalized.
- Client provides a contract to the Lab Director (CGU can assist you with contract creation if necessary). Claremont Graduate University receives the contract, which is signed by the Provost. A billing contact at CGU is provided to the client. All invoices will come from CGU. The Lab Director can act as the primary support contact when it comes to payments and billing.

Project Kickoff
- Lab Director assigns student(s) to the project in the Scope of Work. The client can interview these students if desired. Students will sign NDAs or other relevant agreements provided by the client.
- Client determines a point of contact ("Stakeholder") for the project. Students will work with the Stakeholder directly. If there are multiple students on the project, one student will be appointed by the Lab Director as the Project Lead and will act as the point of contact for the Stakeholder.
- Stakeholder (and Lab Director, optionally) hold a kickoff meeting with the students to align on goals and expectations for the project. Students ask questions about the project, and any materials/tools are provided by the Stakeholder to support the project.
- Students deliver a detailed research plan to the Stakeholder with expected delivery dates and other relevant milestones. The Stakeholder is asked to provide feedback on the plan and work with the students to modify timelines and deliverables as needed.

Working the Project
- Students begin work on the project under supervision of the Lab Director. The lab typically works in two-week sprints, but sprints can be adjusted to meet client needs.
- Students will schedule a weekly status update (15-30 min meeting or email, whichever is preferred) with the Stakeholder. Students reach out to the Stakeholder with any additional questions during the course of the project.

Students save non-urgent questions for the status update meeting. Students are typically available to attend relevant internal meetings as the Stakeholder sees fit.
- Student work is reviewed by lab peers and the Lab Director throughout the project before it is delivered to the Stakeholder.
- As students deliver work, the Stakeholder is encouraged to provide feedback to the students. The Lab Director checks in with the Stakeholder at regular intervals to make sure work is meeting expectations. The Stakeholder is able to reach out to the Lab Director at any time with questions or concerns.

Project Completion
- Once the project is completed (determined by the client), the Stakeholder will be asked to complete a survey about their experience working with the students. Survey results are reviewed by the Lab Director and constructive feedback is provided to the students.
- Sometimes students will want to write a case study for the lab website on the work they did for the client. All work examples will be sent to the client for review and approval before any content is published.

What is the pricing for services?

Projects are typically estimated upfront and billed to the client in monthly intervals throughout the project. Payment timelines are determined based on client needs. Discounts are available in special circumstances (non-profit organizations, education, etc.).

Some students are willing to work on short-term projects without compensation, but availability for unpaid projects is limited. Timelines for unpaid work are subject to change, as students must prioritize paid clients.

For projects that require greater than 100 hours of work, we suggest hiring one or more student interns at an hourly rate as an intern. If the client does not have a process for interns, the student can be hired as a 1099 independent freelancer. Most students have the ability to work full-time during the summer months (May-August) or part-time during the fall and spring. Student interns are typically employed for 3 months or longer, and benefit from being embedded on your team. Full-time interns are dedicated to a single client for the duration of the internship.

See example pricing below for ballpark estimates for common project types. Exact pricing varies by project complexity.

EXAMPLE PRICING:

PROJECT TYPE	NUMBER OF RESEARCHERS	TIMELINE	AVERAGE COST
Usability Testing	2	4-8 weeks depending on task complexity	5 users: $3,910* 10 users: $4,910* *does not include recruiting or participant incentives.
Benchmarking (comparing two experiences)	2	6-10 weeks depending on task complexity	12 users*: $4,945 *assumes 6 different users for each experience.
Concept Evaluation	3	8-12 weeks* *students deliver preliminary findings halfway through the project.	$5,500* *assumes 10 qualitative sessions and 1-2 market surveys. Does not include recruiting or incentives.
Competitive Analysis	2	3-5 weeks depending on scope	$3,652* *assumes scope of top 5 competitors
Heuristic Evaluation	3	3-5 weeks	$3,824* *assumes average complexity
Data-driven Personas	2	6-8 weeks	$5,549* *assumes 5 qualitative sessions and 1-2 market surveys. Does not include recruiting or incentives.

Other questions?

Please email the Lab Director with any other questions. (danielle.green2@cgu.edu)

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