

UX Practitioner Certification

Course Summary

Description

Learn how to take your interest in User Experience to the next level with our UX Certification

Objectives

After taking this course, students will be able to conduct all aspects of User Centered Design, the core methodology including:

- Designing results-oriented User Interfaces with a high degree of usability.
- Conducting all core aspects of User Experience.
- Learn the ropes and avoid mistakes.
- Planning, organizing and executing: Field Studies and Usability Tests for user needs analysis and interface feedback. This includes all aspects of 'rapid ethnography' from recruiting to moderating interviews, capturing data, creating personas, reporting on field studies and usability tests.

Topics

- Ethnographic User Research
- Interaction Design
- Usability Testing: How to conduct Rapid User Tests

Audience

Typical audience: UX analyst, UX designer, Product Manager, Front-end Developer, User Researcher, BA, Designer. Note: This training is based on learning the real-world skills, with the intended use in real-world business contexts.

Duration

Three Days

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Course Outline

I. *Ethnographic User Research*

- A. How to do a Rapid Ethnography Create role-based design Personas.
- B. Understand and powerfully use Role-based personas.
- C. Generate your own research from set-up to moderation and reporting.
- D. Master contextual user interviewing, data analysis and artifact gathering.
- E. Develop an Outside-In approach to gathering user needs, desires, tasks and goals.
- F. Learn to present field research powerfully.
- G. Results and Quantitative vs Qualitative data.

II. *Interaction Design*

- A. Approach UX design strategy elegantly with Task-oriented Design.
- B. Designing with and for personas, conceptual models and persuasion.
- C. Learn how to apply the 10 key Google Material Design principles to your design.
- D. UI Design Rules and how to apply them (or break them).
- E. Learn the 16 Interaction Design Techniques.
- F. Discover 16 User Interface Rules.

III. *Usability Testing: How to conduct Rapid User Tests*

- A. Create usability testing as a regular design tool: set-up, recruit, moderate and report on your user tests.
- B. Learn to flexibly conduct a Remote, Unmoderated or Lab based test.
- C. Become an exceptional moderator.
- D. Rigor in testing, key issues and concepts.
- E. Analyze and present data for better design decisions.
- F. Learn logistic shortcuts for rapid Agile/Lean testing.
- G. Emotion design research -validate your design's emotional value.