Course 677 – User Experience Certification

Duration: 3 days

You Will Learn How To

- Understand comprehensive introduction to UX, where it came from and why it's important
- Understand the principles behind how easy to use something is and how do we formally analyze it
- Understand how does UX fit into the traditional, non-traditional and lean software development process
- Learn the different types of user research and how to conduct effective qualitative techniques like context inquiries, diary studies, observational studies as well as quantitative techniques like surveys and data analysis
- Explore personas and other techniques as a tool to help us keep in mind who we're designing for
- Learn how and why to build user journey maps to map out understand the big picture in your user's experience
- Learn formal, international standards for human-centered design, accessibility, usability testing and more
- Learn how psychological design principles should be considered when designing interfaces
- Identify key usability metrics to help drive business success
- Learn how to use iterative paper prototyping to quickly get feedback from users and explore high fidelity prototyping options

- Learn how to conduct formal usability tests and process learning points as well as heuristic evaluations and expert reviews as two other tools to evaluate interfaces
- Learn how the principles of the Lean UX methodology can be applied to startups and large corporates alike; identify quick wins & concrete next steps in how to begin UX inside your company

Course Benefits

User Experience (UX) is a hot topic for any business wanting to improve the way they attract and retain customers. UX is central to designing meaningful experiences that matter to customers. When done right, you will understand your customers better, improve the customer experience and see opportunities for new products and services.

Who Should Attend

- Product Managers
- UX Designers
- Interaction Designers
- Visual Designers
- Programmers
- Managers
- Startup founders

Course Content

Introduction to User Experience Design

- A comprehensive introduction to UX, where it came from and why it's important

Usability Principles and assessing usability

- What are the principles behind how easy to use something is and how do we formally analyze it

UX in software development

- How does UX fit into the traditional, non-traditional and lean software development process

User Research

- Learn the different types of user research and how to conduct effective qualitative techniques like context inquiries, diary studies, observational studies as well as quantitative techniques like surveys and data analysis

Understanding who we're designing for

- Explore personas and other techniques as a tool to help us keep in mind who we're designing for

Journey Maps

- Learn how and why to build user journey maps to map out understand the big picture in your user's experience

ISO 9241

- Learn formal, international standards for human-centered design, accessibility, usability testing and more

Gestalt Laws

- Learn how psychological design principles should be considered when designing interfaces

Metrics

- Identify key usability metrics to help drive business success

Prototyping

- Learn how to use iterative paper prototyping to quickly get feedback from users and explore high fidelity prototyping options

Evaluation

- Learn how to conduct formal usability tests and process learning points as well as heuristic evaluations and expert reviews as two other tools to evaluate interfaces

Implementation

- Learn how the principles of the Lean UX methodology can be applied to startups and large corporates alike; identify quick wins & concrete next steps in how to begin UX inside your company

About ActiveLearning, Inc.

ActiveLearning is the Philippines' leading provider of Information Technology and Project Management education, where thousands of students take courses from Application Development to Project Management to Network Security, and much more. Our courses are taught by expert instructors, and learning is enhanced through a blend of in-depth lectures, workshops, and hands-on exercises.

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