

AD-104

1-Day  
COURSE

# INTERACTION DESIGN

Learn to design interactive experiences that anticipate user needs and exceed expectations

## COURSE OUTCOMES

- > Understand the principles of interaction design
- > Understand the methodology behind interaction design
- > The skills required to design user focused interactions
- > Experience utilizing interaction design patterns and processes through hands-on exercises
- > Techniques to integrate interaction design into the design process



Akendi is accredited by the British Accreditation Council for Independent Further and Higher Education as a Short Course Provider. Accreditation covers courses delivered in the UK only.



## COURSE OUTLINE

(This course is 75% theory, 25% practical)

### INTRODUCTION

- › The design and evolution of user interaction
- › What it takes to be an interaction designer

### INTERACTION DESIGN PROCESS

- › User requirements for interaction design
- › Identifying user experience and usability goals
- › UX architectures
- › Controls, widgets and workflows
- › UX/UI design patterns
- › Specifications, standards and guidelines

### DESIGN PRINCIPLES

- › Review of physical and cognitive factors that affect user interactions
- › Understanding of Fitts's Law
- › How to apply design principles to achieve better designs
- › Standards and guidelines

### DESIGN PATTERNS

- › How to work more efficiently using patterns
- › Exploration and assessment of different patterns
- › Awareness of dark patterns
- › How to create a pattern library

## CERTIFICATION

Interaction Design is a course within the following certification streams if finished within two years of the initial course:



*This 1-day course covers interaction design principles that target user needs, enhance user satisfaction and are essential to designing competitive digital products.*

## COURSE DETAILS

### DURATION

1-day, 9:30am – 5:00pm

*A full-day session including a one-hour catered a-la-carte lunch.*

### COURSE MATERIALS

*Participants receive a printed course booklet including a visualization of Akendi's process.*

*A laptop is recommended for this course. If you don't have a laptop, please contact us to arrange to borrow an Akendi laptop.*

### REGISTRATION COST

**1-day courses:** £475

**CXD or CXR Certification:** £2075

**CXS Certification:** £3625

*Course cost is per person as stated plus VAT. Akendi reserves the right to cancel a scheduled training session up to 5 business days prior to the training if a minimum class size of 4 participants has not been attained.*

### LOCATIONS

Our training courses are delivered in London, UK and Toronto, Ottawa, Vancouver and Montreal, Canada. Check our website for an up-to-date schedule for each city at [www.akendi.co.uk/ux-training](http://www.akendi.co.uk/ux-training).

### Custom Training Available!

Akendi offers customised training courses designed to fit your organisation's specific needs. Contact us at [training@akendi.com](mailto:training@akendi.com) for more information.

**REGISTER TODAY!**

[www.akendi.co.uk/ux-training](http://www.akendi.co.uk/ux-training)