

AD-101

1-Day
COURSE

INTRODUCTION TO USER EXPERIENCE DESIGN & EXPERIENCE THINKING

Understand how to deliver remarkably meaningful experiences through the power of user experience thinking

COURSE OUTCOMES

- > Introduction to the user experience research and design process
- > Understand how to leverage the UX design process to create remarkable experiences
- > Techniques to balance and reconcile business, customer and user requirements
- > Strategic experience thinking principles and best practices



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 95% theory, 5% practical)

INTRODUCTION

- > Introduction to user experience & usability
- > Overview of the user centered design elements
- > Design processes: comparing Lean UX, Agile UX and UCD

UX AND RESEARCH

- > User research techniques
- > Profiling key user groups (personas)
- > Capturing their tasks and context-of-use (usage scenarios)
- > UX design phases and how they relate
- > Defining and measuring UX success metrics before product launch

UX AND RETURN ON INVESTMENT

- > UX as a culture
- > The cost of change
- > Hierarchy of product needs

ROX - INTRODUCTION OF UX INTO THE ORGANIZATION

- > UX change management
- > UX process best practices
- > UX maturity in organizations
- > Return on Experience - ROX

CERTIFICATION

Introduction to User Experience Design and Experience Thinking is a course within the following certification streams if finished within two years of the initial course:



This 1-day course provides a birds eye view of the powerful process, tools and techniques that produce remarkable product and user experiences.

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 not required for this course.

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.

Custom Training Available!

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

REGISTER TODAY!

www.akendi.co.uk/ux-training