

AD-103

1-Day
COURSE

MOBILE USER EXPERIENCE DESIGN

Overcome challenges in the mobile realm by understanding the intricacies of designing for digital mobile experiences

COURSE OUTCOMES

- > Mobile user interface design techniques and principles
- > Understanding user behaviour with mobile devices
- > Learn how and when to apply design elements and patterns
- > The intricacies of designing for Android, iOS and Windows
- > How to conduct a usability test of a mobile user experience
- > How to integrate mobile design and the development 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 60% theory, 40% practical)

INTRODUCTION

- > Introduction to mobile devices and apps
- > Mobile UX: past, present and future
- > Mobile as the hub for a contextual, personal and connected experience

MOBILE UX STRATEGIES

- > Enhancing an existing experience with mobile
- > Contextual experiences
- > Multi-device connected experiences
- > Web apps vs. native apps
- > Adaptive, responsive and fluid

MOBILE USAGE BEHAVIOUR

- > Designing for different contexts
- > Designing for different audiences
- > Designing for limited input/output facilities

MOBILE DESIGN ELEMENTS

- > Information design
- > Effective mobile prototyping
- > Design patterns

EVALUATING A MOBILE EXPERIENCE

- > Strategies for mobile usability testing
- > Mobile heuristic reviews
- > Akendi's interaction design principles

CERTIFICATION

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



This 1-day course covers the unique challenges of designing for mobile devices and the tools and techniques needed to successfully design and test a mobile app or website.

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