

CXR™

# USER EXPERIENCE RESEARCHER CERTIFICATION

Become a recognized User Experience Researcher (CXR™) and gain research expertise that you can implement within your organisation

## LEARN THE TECHNIQUES REQUIRED TO:

- › Create an effective research approach
- › Focus the research to guide experience design direction
- › Build experience lifecycle thinking into the research process
- › Test your experiences with end users



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.



## Gain a comprehensive overview of the user experience process and become recognized as a user experience researcher

Akendi offers an in-depth user experience certification program that will help to recognize your user experience research expertise in your organisation. This industry-recognized certification will open doors and arm you with powerful tools to help you make exceptional products and user experiences. Participants are free to complete a certification on a course-by-course basis or sign-up for the full certification up front for a discount. We recommend participants interested becoming certified make the *Introduction to User Experience & Experience Thinking™* course their first step.

### WHO SHOULD ATTEND?

Participation in Akendi certification programs requires limited prior knowledge of user experience research. The CXR™ certification is appropriate for business analysts, project managers, graphic designers, interaction designers, UX/UI designers, product designers, anyone responsible for websites, web apps, mobile apps, software applications, intranets or the user experience of a product, or anyone looking to expand or update their skills.

### WHO HAS PARTICIPATED IN OUR UX TRAINING COURSES?

- > Aramco
- > BAE Systems
- > KPMG
- > Estée Lauder
- > Sony
- > Astra Zeneca
- > AVG
- > British Heart Foundation
- > Cabinet Office
- > Cambridge Assessment
- > Capital One
- > Cisco Systems
- > Deutsche Post
- > Double Negative
- > Grant Thornton
- > Great Fridays
- > McLaren
- > Ordnance Survey

And many more...

**REGISTER TODAY!**

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



# 3 TYPES OF UX CERTIFICATIONS

## CERTIFIED EXPERIENCE SPECIALIST

The CXS™ Certification combines courses from design and research to develop a deep understanding of the complete UX process.

Exam (3hrs)

- Introduction to User Experience Design & Experience Thinking
- Information Architecture
- Interaction Design
- Visual Design for User Experiences
- Mobile User Experience Design
- User Experience Research
- Experience Mapping
- Usability Testing (2 days)



## CERTIFIED EXPERIENCE DESIGNER

The CXD™ Certification deepens knowledge and skills in interaction design, information design, and foundational visual design for UX.

Exam (3hrs)

- Introduction to User Experience Design & Experience Thinking
- Information Architecture
- Interaction Design
- Visual Design for User Experiences
- Mobile User Experience Design



## CERTIFIED EXPERIENCE RESEARCHER

The CXR™ Certification focuses on analysis and research of customers and users, which is used to inform the experience.

Exam (3hrs)

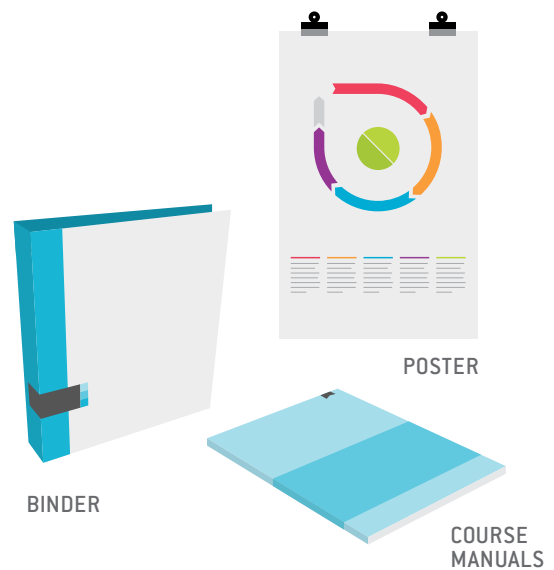
- Introduction to User Experience Design & Experience Thinking
- User Experience Research
- Experience Mapping
- Usability Testing (2 days)



\*All certifications require passing an exam

## COURSE MATERIALS

All participants will receive applicable course manuals and will be invited to join Akendi's LinkedIn groups for post course support. UX certification participants will also receive a binder to collect their course manuals as well as a poster of Akendi's Experience Thinking Process™.





“The course provided a solid foundation on how to effectively run a UX research project.”

— Attendee

**■ USER EXPERIENCE SPECIALIST™ (CXS™) CERTIFICATION**

This is our complete program. Courses cover research, design and testing to give the UX specialist a deep and comprehensive understanding of UX processes and the skills to apply them.

9 days course work plus exam

**◆ USER EXPERIENCE DESIGNER™ (CXD™) CERTIFICATION**

The design track deepens skills and knowledge in information architecture, interaction design and visual design, leading to improved web, mobile and software user experiences.

5 days course work plus exam

**● USER EXPERIENCE RESEARCHER™ (CXR™) CERTIFICATION**

The research track focuses on analysis and research of customers and users and provides insights to more comprehensively understand your users.

5 days course work plus exam

**COURSE LIST & EXAM**

Introduction to User Experience Design & Experience Thinking	■ ◆ ●	Gain an excellent foundational understanding of user experience theory and process. 95% theory, 5% practical. (1 day)
Information Architecture	■ ◆ ●	Introduces information architecture principles, structures and practical techniques. 60% theory, 40% practical. (1 day)
Interaction Design	■ ◆ ●	Gain understanding of interaction design principles, processes and user interaction with a product. 75% theory, 25% practical. (1 day)
Visual Design for User Experiences	■ ◆ ●	An overview of visual design theory and principles used to create optimal user experiences. 50% theory, 50% practical. (1 day)
Mobile User Experience Design	■ ◆ ●	Learn mobile user behaviours, information and interface design techniques and design patterns. 60% theory, 40% practical. (1 day)
User Experience Research	■ ◆ ●	Learn qualitative and quantitative experience research methods and the role they play in UX design. 80% theory, 20% practical. (1 day)
Experience Mapping	■ ◆ ●	Focuses on how to research, capture and analyze experience journeys for customers and users. 60% theory, 40% practical. (1 day)
Usability Testing	■ ◆ ●	Learn how to identify and recruit participants, facilitate testing sessions and analyze the data. 50% theory, 50% practical. (2 days)

**Certification Exam**

A final exam is required for certifications. The cost of the exam is included in the registration fee. (3 hours)



“The course content was extremely useful and directly applicable to my work.”

— Attendee

## CERTIFICATION EXAM

The Akendi CXS™, CXD™ and CXR™ exams assess the participant's understanding of concepts and working knowledge of usability and user experience design. This hands-on component will test your acquired skills, and put the concepts learned into real-life practice. This exercise will reinforce the points you learned and build confidence in your practice.

## DURATION

Courses go from 9:30am – 5:00pm.

Sessions include a one-hour lunch break.

Exam duration is 3 hours.

## REGISTRATION COST

### User Experience Specialist Certification - CXS™

£3625 including exam

### User Experience Designer Certification - CXD™

£2075 including exam

### User Experience Researcher Certification - CXR™

£2075 including exam

Course cost is per person as stated plus VAT. Akendi reserves the right to cancel a scheduled training session up to five business days in advance of the course in the unlikely event that a minimum class size of four participants has not been met.

Course costs quoted in GBP (£) apply to UK locations.

## REGISTER ONLINE

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

## QUESTIONS?

[training@akendi.co.uk](mailto:training@akendi.co.uk)

+44 (0)20 3598 6425

## COURSE LOCATION



### London, UK

ScreenWorks

22 Highbury Grove

London, UK N5 2E

## ADDITIONAL LOCATIONS

Our training courses are also delivered in Toronto, Ottawa, Montreal & Vancouver, Canada and expanding. 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.



## AKENDI INSTRUCTORS

All instructors of Akendi's UX professional training and certification have extensive fieldwork experience in UX. With a wide spectrum of academic qualifications and a unique depth of knowledge, Akendi's instructors are uniquely qualified to provide training in UX.



**TEDDE VAN GELDEREN, MA**  
*President*



**LEO POLL, PHD**  
*President, Akendi UK*



**DOMINIRA SAUL, MSc**  
*Chief Experience Architect*



**JANET BEWELL, BDES, BSc**  
*Senior Experience Architect*

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**Akendi**  
Intentional Experiences

