

AR-205

1-Day
COURSE

USER EXPERIENCE RESEARCH

Arm yourself with a robust experience research toolkit to turn data into deep behavioural insights that will guide and positively impact your UX design solutions

COURSE OUTCOMES

- > An overview of user experience research techniques
- > Guidelines for creating an effective research approach
- > Methods of collecting user and customer experience requirements
- > Learn how user research guides experience design and development
- > Learn how to effectively manage research projects



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 80% theory, 20% practical)

INTRODUCTION

- › Introduction to customer and user experience research
- › Reasons to conduct customer and user research
- › Learn research methods for ethnographic research, task analysis, contextual inquiry, experience mapping, customer and user journeys and usability testing

REQUIREMENTS GATHERING TECHNIQUES

- › Business strategy vs. experience strategy
- › Customer personas and customer segmentation
- › Customer experience research methods
- › User personas and profiles
- › User experience research methods
- › Ethnographic and context of use research

USER EXPERIENCE RESEARCH INTEGRATION

- › Selecting the right experience research methods
- › Planning for experience research
- › Integrating user experience research into your process

USER REQUIREMENTS

- › Developing user personas and profiles
- › Task analysis and context of use research
- › Research methods for user research

CERTIFICATION

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



CXR USER EXPERIENCE
RESEARCHER™



CXS USER EXPERIENCE
SPECIALIST™

This 1-day course will show you how to reliably gather validated user and customer requirements that ensure tangible, clear guidelines for the user experience design of your product.

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