INTRODUCTION TO USER EXPERIENCE DESIGN & EXPERIENCE THINKING

Understand the value of experience thinking, its place in the product development process and how to successfully bring it into your organization. Discover how integrating a user centered approach will help you deliver more meaningful experiences.

WHAT YOU WILL LEARN

> What user and customer experience encompasses
> The components of an effective UX research and design process
> How to leverage the UX design process to create remarkable experiences
> Techniques to balance business, customer, and user requirements
> Strategic experience thinking principles and best practices
> Hands-on experience utilizing UX processes

WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for business analysts, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.
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
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, 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