

AD-101

1-Day
COURSE

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 OUTLINE

(This course is 85% theory, 15% practical)

INTRODUCTION

- › What user experience and usability are
- › Overview of user centered design elements
- › Design processes: comparing Design Thinking, Lean UX, Agile UX and User Centered Design

UX DESIGN & RESEARCH

- › User research techniques
- › UX design phases and how they relate
- › Defining and measuring UX success metrics

EXPERIENCE THINKING & RETURN ON INVESTMENT

- › UX as a culture
- › Hierarchy of product needs
- › UX change management
- › UX maturity in organizations

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:



CXR USER EXPERIENCE
RESEARCHER



CXD USER EXPERIENCE
DESIGNER



CXS USER EXPERIENCE
SPECIALIST

This course will help learners build a foundational understanding of essential processes, tools, and techniques needed to 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 course: £475

CXD or CXR Certification: £1995

CXS Certification: £2995

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

