UX Foundation

Training Calendar

Date	Training Time	Location
14 January 2019	2 Days	Bilginç IT Academy
03 June 2019	2 Days	Bilginç IT Academy

Training Details

Training Time	:	2 Days
Capacity	:	12
Prerequisites	:	There are no prerequisites for this course.

About Training

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Why user experience design? Why UX has become the industry standard for creating websites, apps and enterprise software?

What You'll Learn

UX works

There's a reason why Facebook, Apple, Google and other world-beating companies invest massively in their UX teams. Because they know it's the smartest and fastest way to build great online products.

Who Should Attend

Anybody can do it

Anybody can do UX. You don't need special qualifications or laboratory conditions. You just need

know-how, practice and the correct mindset. The goal of our UX training course is to give you all three.

Outline

A two-day program that follows the lifecycle of a UX project

What is user experience?

- Functional, aesthetic and experience design
- The design process
- The remarkable benefits of the process

User experience in the digital age

- Technology and complexity and usability
- What's wrong with software design
- Why UX became a necessity

User experience and the web

- Active media v passive media
- Alan Cooper and personas
- Paradox of specificity

What we need to know about users

- Goals, behaviours and context
- Mental models

Planning your research

- Deciding what you need to know
- Hypothesis and assumptions
- Bias and how to avoid it

Desk research

- Benchmarking and heuristics
- Task analysis
- Third party research

Qualitative research

- How to ask questions
- Interviews and observation
- Live usability test

Quantitative research

- Online surveys
- Card sorting
- Analytics

Harnessing your data

- The process of triangulation
- Identifying patterns
- Insight versus proof

Personas

- The elements of a persona

- The pitfalls of personas
- Personas v marketing segments

User scenarios and journeys

- Defining user scenarios
- Plotting a user journey
- Visualising your requirements

From data to design

- Defining your feature set
- Prioritising your features
- Lean UX and the Minimum Viable Product
- Structure and organisation
- Mental models and concept models
- Information hierarchy and interaction flow
- Sitemaps and screenflows

Interfaces and navigation

- Control, forgiveness and feedback
- Conventions and design patterns
- Storyboards and wireframes

Designing for mobile

- Mobile mindsets
- Content versus navigation
- Tap targets

Lean UX and design sprints

- Organising your sprint
- Design exercises
- Tips on facilitation

Planning your test

- Profiling your users
- Recruiting participants
- Creating a test script

Building a prototype

- Minimum viable prototype
- Prototyping tools
- Building a prototype

The test setup

- Desktop testing: hardware and software
- Mobile testing: hardware and software

How to moderate a test

- Allowing participants to relax
- Giving instructions
- Open-ended questions

www.bilginc.com +90 212 282 7700 info@bilginc.com