

AD-101

1-Day
COURSE

INTRODUCTION TO USER EXPERIENCE DESIGN & EXPERIENCE THINKING

Understand what it takes to deliver remarkably meaningful experiences through the power of user experience thinking

COURSE OUTCOMES

- > Understand the user experience research and design process
- > Learn how to leverage the UX design process to create remarkable experiences
- > Discover techniques to balance and reconcile business, customer and user requirements
- > Be introduced to strategic experience thinking principles and best practices

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 95% theory, 5% practical)

INTRODUCTION

- > What user experience and usability are
- > Overview of the user centered design elements
- > Design processes: comparing Lean UX, Agile UX and UCD

UX DESIGN & RESEARCH

- > User research techniques
- > Profiling key user groups (personas)
- > Capturing their tasks and context-of-use (usage scenarios)
- > UX design phases and how they relate
- > Defining and measuring UX success metrics before product launch

EXPERIENCE THINKING & RETURN ON INVESTMENT

- > UX as a culture
- > The cost of change
- > Hierarchy of product needs

INTRODUCING EXPERIENCE THINKING INTO THE ORGANIZATION

- > UX change management
- > UX process best practices
- > 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:



**USER EXPERIENCE
RESEARCHER**



**USER EXPERIENCE
DESIGNER**

This 1-day course provides a birds eye view of the powerful process, tools and techniques used to produce remarkable product and user experiences.

COURSE DETAILS

DURATION

1-day, 9:00am – 4:30pm

A full-day session with a one-hour lunch break.

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: \$675 CAD

CXD or CXR Certification: \$3095CAD

Light breakfast, coffee and tea are provided.

Course cost is per person as stated plus tax.

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 Toronto, Ottawa, and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule: www.akendi.com/ux-training.

Custom Training Available!

Akendi offers customised training courses designed to fit your organization's specific needs. Contact us at training@akendi.com for more information.

REGISTER TODAY!

www.akendi.com/ux-training

