

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

- > Introduction to the user experience research and design process
- > Understand how to leverage the UX design process to create remarkable experiences
- > Techniques to balance and reconcile business, customer and user requirements
- > 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

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

### UX AND 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

### UX AND RETURN ON INVESTMENT

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

### ROX - INTRODUCTION OF UX INTO THE ORGANIZATION

- > UX change management
- > UX process best practices
- > UX maturity in organizations
- > Return on Experience - ROX

## 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:



*This 1-day course provides a birds eye view of the powerful process, tools and techniques that 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:** \$595 CAD

**CXD or CXR Certification:** \$2595 CAD

**CXS Certification:** \$4545 CAD

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, Vancouver and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule for each city at [www.akendi.com/ux-training](http://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](mailto:training@akendi.com) for more information.

**REGISTER TODAY!**

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