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

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, 9:00am – 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 course: $875+tax / £475+VAT
CXD or CXR Certification:
$3975+tax / £1995+VAT

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 five business days prior to the training if a minimum class size of four 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

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