

AR-205

1-Day
COURSE

USER EXPERIENCE RESEARCH

Arm yourself with a robust experience research toolkit to turn data into deep behavioural insights that will guide and positively impact your UX design solutions

COURSE OUTCOMES

- > Understand user experience research techniques
- > Be introduced to guidelines for creating an effective research approach
- > Discover methods of collecting user and customer experience requirements
- > Learn how user research guides experience design and development
- > Learn how to plan effective research projects

WHO SHOULD ATTEND?

This course requires limited prior UX research knowledge. Recommended for business analysts, project managers, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.



COURSE OUTLINE

(This course is 80% theory, 20% practical)

INTRODUCTION

- > Introduction to customer and user experience research
- > Reasons to conduct customer and user research
- > When to do research

REQUIREMENTS GATHERING TECHNIQUES

- > Business strategy vs. experience strategy
- > Customer personas and customer segmentation
- > Customer experience research methods
- > User experience research methods

USER EXPERIENCE RESEARCH INTEGRATION

- > Research methods for task analysis, experience mapping, customer and user journeys and usability testing
- > Selecting the right experience research methods
- > Planning for experience research

COMMUNICATE YOUR FINDINGS

- > Developing user personas and profiles
- > Understanding usage scenarios

CERTIFICATION

User Experience Research 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 will teach you how to reliably gather validated user and customer requirements that ensure tangible, clear guidelines for the design of your product.

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

