

AR-205

1-Day
COURSE

USER EXPERIENCE RESEARCH

Arm yourself with a robust research toolkit that will help you uncover deep behavioural insights on user needs and motivations. Gain the necessary techniques to guide and positively impact the user experience of your mobile, web, or product designs.

WHAT YOU WILL LEARN

- > Customer and user experience research techniques
- > Guidelines for creating an effective research approach
- > Methods for collecting user and customer experience requirements
- > How to focus research in order to guide experience design and development efforts
- > Methods for planning effective research projects

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 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

Learn how to choose the right research methods, and reliably gather and validate user and customer requirements to ensure a tangible, clear direction for design.

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: \$3095 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 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 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

