

## UX Designer (code: LC-UX)

### Overview

Our course is designed for people who want to become a UX designer and would like to learn how to design and research interactive solutions in a way that will allow them to achieve the goals of users and business. You don't need to have previous design experience. We will teach you everything from the beginning.

### Ask for details

Phone +44 203 608 6289

info@alx.training

### Duration

64 + 32h

### Agenda

#### 1. INTRODUCTION TO USER EXPERIENCE DESIGN

- UX is a state of mind
- Product integrity
- Product desirability
- Mental models
- The Paradox of Specificity
- Engineering Culture
- Finding a design goal
- UX and Agile
- UX is a process

#### 2. UX DESIGN FUNDAMENTALS

- Research as a fundament of UX
- Desktop and mobile – how to conduct research? • Defining the goal
- What and when to test?
- Testing tools – construction and practice • Project 1 – USABILITY TEST
- Fundamentals of research analysis techniques
- Affinity diagram
- Customer Journey Map
- Personas
- Empathy map

#### 3. UX DESIGN IN PRACTICE

- Structure and navigation
- Interactions – basics
- Design principles
- Introduction to design
- Fundamentals of FIGMA and AXURE
- Project 2 – LOW FIDELITY PROTOTYPE
- Usability testing

#### 4. DESIGN THINKING IN UX

#### 5. UX DESIGN FUNDAMENTALS II

- Advanced research techniques
- Depth interviews
- Card sorting
- A/B testing
- Competitive benchmarking
- Advanced techniques of data analysis • Project 3 – AFFINITY DIAGRAM
- Project 4 – CUSTOMER JOURNEY MAP
- Information architecture
- Anatomy of an interaction
- Controls/Rules/Feedback

- Wireframing
- 6. **DESIGN PRINCIPLES II**
  - Principles and patterns
  - Affordances
  - Progressive disclosure
- 7. **ERROR HANDLING**
- 8. **MOBILE/DESKTOP NAVIGATION**
  - Different application types
  - App unbundling
  - Content
  - Display
  - Navigation and flow
  - Project 5 – USER'S FLOW
- 9. **WORKFLOWS**
  - What are workflows?
  - Registration/Onboarding/Complex forms
  - Project 6 – INTERACTION DESIGN
- 10. **PROTOTYPING**
  - About prototypes
  - Low/Medium/High fidelity
  - FIGMA and AXURE – how to make a good prototype
  - Annotations
  - Project 7 – MEDIUM FIDELITY PROTOTYPE
  - Project 8 – ANNOTATIONS

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## Target audience and prerequisites

no requirements, course from complete basics

## Certificates

Course participants receive completion certificates signed by ALX.

## Locations

- Online (English) – your home, office or wherever you want
- Warsaw (English) – Jasna 14/16A
- any other location (London, UK, EU) on request

## Price

1090 EUR

The price includes:

- course materials,
- snacks, coffee, tea and soft drinks,
- course completion certificate,
- one-time consultation with the instructor after course completion.