

Chapter 1 : A Simple Introduction to Lean UX | Interaction Design Foundation

Introduction to User Experience Design Georgia Institute of Technology About this course: The focus of this course is to introduce the learner to User Experience (UX) Design User Experience design is design that is user centered.

I always find it difficult explaining what I do as a UX Designer to my friends, family and sometimes even co-workers. UX Design is studying user behaviour and understanding user motivations with the goal of designing better digital experiences. Balancing business, people and technology Balancing business requirements While focusing on user needs it is also important for a UX Designer to be aware of balancing business goals with technology constraints or opportunities. UXD can answer some fundamental business questions: Do users need the product you are making? Do they want it enough that they will either pay for it or if it is free, spend time looking for it and learning to use it? Are you missing a key feature they will need? Are you spending time building features they will never use? Next, once we have decided what to build we need to decide how. It is in the structure and skeleton phases where the project really takes shape and a good UXD can help answer some critical implementation questions: How should the content be organised so that users can easily find it? Will users find your app easy to use? Where do they get confused or lost? What content is needed and how should it be written to be most engaging? Lastly we need to focus on the surface of the product. What is the product going to look like visually? UXD can help with the following: What should the visual tone of the product be? How do users feel when they see your product? Do they trust it? Is the product visually appealing and does it spark joy? Is the visual design usable and accessible?

Chapter 2 : An Introduction to User Experience Design - Marvel Blog

At its heart, UX design is about effectively addressing the needs and circumstances of your users, to produce an interface that is comfortable and even joyful to use. As if that wasn't enough to tackle, your users' needs are always changing, as people continually evolve their expectations and technologies.

If you need to cancel your course then we will issue a full refund if you request a cancellation more than 4 weeks in advance of the start of your course s. No refunds when cancelling within 2 weeks of course start date. Instead of a refund we can also register you, at our discretion, for our courses at a later date, in which case no refunds will be given if the rescheduled course is cancelled. When paying by invoice, a credit note will issued for refunds. Clients will need to settle any amounts outstanding on accounts if in debit. In the unlikely event that we do not attain a minimum class size of 4 participants we will need to cancel the course. If this happens then we will inform participants 5 or more business days in advance of the course and we will issue a full refund to all registered participants or re-book your course to a later date if preferred. Akendi is not responsible for any travel or other costs incurred as result of a cancellation. Each participant of our training courses agrees not to copy, modify or publish training materials and handouts. We assume little awareness of the user experience field. The courses are appropriate for anyone working in the creation of digital products and want to learn about the process, tools and techniques to create successful user experiences. The courses are not focussed on how to use specific software applications like Photoshop or Axure. Do I have to take all the courses in one week? OR can I spread them out? Courses can be taken one at a time over a two-year period. However, by registering for the full certification you can pay for the certification, which works out to less than the individual courses when added up. What are the prerequisites? There are no specific prerequisites for the courses. Though English language test scores are not required for any of our courses, the course content revolves around abstract concepts and requires a firm grasp of the English language. Is there a cut-off date to register? Registration will stay open until the start of training or a maximum number of students have been reached When do you post your training schedule? We try to post at least six months out. When we have a new schedule we will post it on the website. If you would like to be notified of upcoming courses, please register to be notified via email see the side column for sign-up. The student must be currently registered and have a valid student ID. If more than six people are attending from your organisation, please contact training akendi. Courses and Certification programs can be paid through creditcard. If requested, we will issue an invoice statement in addition to the pdf confirmation that is sent out as part of the credit card payment. Is there a discount if I have to travel to attend? Fly in Unfortunately, no discount is given for those who travel to take the training. Do you accept personal cheques? You can pay through credit card or invoice, to be completed prior to start of training session. Can I pay over the phone? Yes we can accept payments over the phone in exceptional circumstances and only by prior arrangement. However, wherever possible please use the online form for both registration and payment. How can I have an invoice sent to me so I can submit it for payment? To request an invoice, please contact training akendi. Are there additional expenses aside from the course fees? The cost of the course includes training materials and lunch. However, travel, other meals, and accommodation are not included in course fees if these are required. Akendi UX training and certification is quickly becoming a recognized postgraduate certification for UX practitioners. We work hard to ensure our materials are current and our instructors are qualified to lead training in UX. When will I see exam results? Results will be calculated and sent approximately two weeks after the exam date. What if I fail the exam? If you fail the certification exam, you can retake the exam with the next session. At this point the exams must be proctored by an Akendi representative and must be done in person. We do not currently offer remote or online exams. The online registration form bundles all nine courses with the exam together. Is there any way I can register for the exam separately? If you have completed the required courses, and when you are ready to write the exam, please contact us to indicate which exam session you would prefer to write with. There is no online registration required as we will verify your attendance at each course before adding you to the exam session. Can I write the certification exam without taking all the courses listed? All the required courses must be taken

within a two-year time frame in order to write the certification exam. Akendi offers three types of certification: The Research and Design certification can be done in a weeklong intensive training. To complete both certifications qualifies you as a Certified User Experience Specialist. Do you offer the exam on-line or remotely? Yes, we do offer the option to take an exam remotely for a small additional fee. You will need a quiet room, laptop with webcam and reasonably fast internet. Please contact us to discuss training akendi. Is Akendi coming to my city? Akendi regularly travels to deliver certification training. If you are interested in having your city host a session, and would like to be notified when that happens, please contact us at training akendi. Where and when is the next course? The time and location of the next courses are posted in the training section of the Akendi website. Do you provide discounts on accommodation if I have to travel for the training? No, Akendi does not currently have any relationships that can offer a discount on accommodation in all the cities we provide training. Do you accept international students? Students have traveled from outside of Canada and UK to attend our training programs. Please contact training akendi. Do I need a laptop? Can I add course outcomes to my portfolio? Though group work and hands on work is performed in the programs, the exercises are designed to develop skills and performance in UX, not to build a portfolio. Most courses are a blend of theory and practicum. Do I have to complete the courses within a certain timeframe? Most participants complete the certification within a one-week intensive program, however, if you are completing certification through individual courses you have two years to complete. If more time is required, you may request an extension by emailing training akendi. How big are the classes? Class sizes vary from 5 to 16 participants. We limit the maximum number of participants to ensure enough opportunity for questions and discussions during the training sessions. How do I know if the Akendi training programs will benefit me? We recommend that you read through the course descriptions before registering to get a sense of the course content and outcomes. As we are not career counsellors we are not able to provide much guidance on your personal benefit. Or prospective career changers as well? We have found that both groups have been present in our training. Is there any information on whether the training has helped find new employment in the field? Though we have received positive feedback on the impact that attendees have had in their respective jobs, we do not document nor actively collect long-term results. Are the training materials available online or in PDF? At this time we do not provide training materials in PDF or online. What type of materials do you use in the course? Each participant receives a handout and additional resources to be used during exercises. Participants of the certification track also receive a large poster of the Akendi Experience Thinking process. What does a typical training day look like? Doors open at 9: There is a mid morning break around Each day ends between Yes, we offer custom UX training.

Chapter 3 : Introduction to User Experience Design training course | Akendi, London

About this course. Explore the principles of user experience design. Learn how to use Adobe XD to quickly create prototypes for new product ideas, then apply your new UX design skills to integrate digital product design and prototyping projects into your curriculum.

Lean UX – What is It? Lean UX is focused on the experience under design and is less focused on deliverables than traditional UX. It requires a greater level of collaboration with the entire team. The core objective is to focus on obtaining feedback as early as possible so that it can be used to make quick decisions. The nature of Agile development is to work in rapid, iterative cycles and Lean UX mimics these cycles to ensure that data generated can be used in each iteration. Copyright terms and licence: The objective is to ensure that deliverables are as detailed as possible and respond adequately to the requirements that are laid down at the start of the project. Lean UX is slightly different. You are looking to produce changes that improve the product in the here and now – essentially to mould the outcome for the better. What is an assumption? An assumption is basically a statement of something that we think is true. They are designed to generate common understanding around an idea that enables everyone to get started. It is fully understood that assumptions may not be correct and may be changed during the project as a better understanding develops within the team. Assumptions are normally generated on a workshop basis. You get the team together and state the problem and then allow the team to brainstorm their ideas for solving the problem. In the process you generate answers to certain questions that form your assumptions. Typical questions might include: What is the product used for? When is it used? What situations is it used in? What will be the most important functionality? There may be more than one answer to each question. That leaves us with a greater number of assumptions than it might be practical to handle. If this is the case, the team can prioritize their assumptions quickly following their generation. In general you would prioritize your assumptions by the risk they represent what are the consequences of this being badly wrong? The more severe the consequence the higher the priority and the level of understanding of the issue at hand the less you know, the higher the priority. We believe that enabling people to save their progress at any time is essential for smartphone users. This will achieve a higher level of sign up completions. We state the belief and why it is important and who it is important to. Then we follow that with what we expect to achieve. Finally, we determine what evidence we would need to collect to prove that our belief was true. Every idea is going to be tested and the evidence criteria clearly determined. The idea is to build the most basic version of the concept as possible, test it and if there are no valuable results to abandon it. The MVPs which show promise can then be incorporated into further design and development rounds without too much hassle. Copyright terms and license: However, these basic concepts should enable you to start heading in the right direction when it comes to implementing Lean UX in your Agile environment.

An Introduction to User Experience Design The deceptively tricky challenge of designing for user behaviour This is a resource guide to complement the 'Intro to UX Design' course run by IF.

User is often seated with full attention on the screen. Desktop users generally will have a consistent network and power supply. Finite data and battery. Smaller screen Uncertain network access "Handedness". This refers to how a user will use their hands to interact with the device screen. The mobile platform has more constraints. Historically, websites were designed for desktop users first, then were scaled down for mobile users second. Progressive Enhancement Graceful Degradation: Removing content, features and functionality. Adding content, features and functionality. The mobile first approach favors progressive enhancement of a site while scaling up from a mobile experience to a full desktop site. Instead of removing content, features and functionality while scaling DOWN from a desktop to mobile platform Graceful Degradation , mobile first development endeavors to create an excellent experience for the mobile platform first and foremost. Adding extra features, content, and progressively scaling UP for desktop platforms comes secondary to the mobile site. Graceful degradation and Progressive enhancement appear to be an equal yet inverse approach at first glance, but they are more complex than that due to the inherent constraints in each system. When we load all the desktop features first, then remove some as we scale down, that full content was loaded regardless of whether we needed it or not. Why serve up more than is necessary, especially if data and battery is a factor? This is a potential waste of memory and bandwidth. Start by loading bare essentials for smaller platforms first which can lend to a faster and more efficient experience. Then add additional resources on an as-needed basis. Design Shack - Mobile First Design: Media Queries Responsive design is built around the concept of media queries that target specific viewport sizes. With this in mind, you can create your initial CSS for mobile users, and then use media queries to selectively serve up additional styling and features as the viewport size increases. Minimum Viable Product In simple terms, a minimum viable product MVP is a product development strategy in which the new product is developed with only the sufficient features necessary to satisfy early adopters. This concept has been popularized by Eric Ries, a consultant and writer on startups. A minimum viable product MVP is the the most pared down version of a product that can still be released. An MVP has three key characteristics: It has enough value that people are willing to use it or buy it initially. It demonstrates enough future benefit to retain early adopters. It provides a feedback loop to guide future development. The MVP provides a means to test hypotheses as a starting point. This does not mean an MVP is easy or fast to build! A MVP is not a shortcut. The idea behind this is not to see if the product can be built, but whether it should be built. Remember that the objective is validated learning, so collecting visitor analytics with tools like Google Analytics is important. Analytics tools, such as Google Analytics, can be used to see how visitors react to the changes you make. How can you use this principle to your advantage? Prioritize; that is, focus on the most important aspects of your website or web app, and enhance those. In the beginning stages, what are the aspects you find yourself focusing on first?

Chapter 5 : Free UX Design Classes NYC: Intro to User Experience Design (UX)

This is a resource guide to complement the 'Intro to UX Design' course run by IF blog.quintoapp.com their website for upcoming course dates. Also see Part 2 (Agile & Lean UX), Part 3 (UX Research) or the full Table of Contents.

Now you have a vague understanding of what UX Design is, why is it important? Making the user experience better is important because customers experience your brand via the product and by delighting your customers you will see more sales, more repeat purchases, retention and less wastage on marketing. How do you create better customer experiences? To create experiences that leave your customers delighted, you have to successfully solve their problems. Solve them and a customer is happy, remembers your brand and comes back. Succeeding is easier said than done. You have to know a lot about your customers to make assumptions about their needs, which is what you need to do to solve their needs. Understanding your customer involves talking to them, asking them questions, looking at data, trend mapping and much much more. The challenge is really about creating an environment of experimentation and measurement. Luckily there is a well established process that helps define how to get closer to a good user experience. For the most part we have Google to thank for this, but we can also blame them for raising the expectations of relevant search results – Google is very good at providing relevant search results for the search term. Search on Ecommerce – A UX Perspective At Fontera the developers search module of choice is Solr search, which is a highly customisable, feature rich solution. But how do you know what to turn on, and what to turn off? A good place to start is to ask, what are your customers searching for? How do you make your Ecommerce search smarter? Analytics are a great place to start. If your analytics are installed and set up correctly, you should be able to get some pretty decent insights within a few minutes. Metrics like search terms that are being searched the most, which search terms bring in the most revenue and which search terms are commonly misspelt are a good place to start. By looking at this data, you can determine if your search is catering for the majority of important searches or not. Analytics are not the be-all and end-all, also try do some user testing. Put a customer or three in front of a computer and ask them to try to find an item by using the built in search. Film the process, try not to help them and take notes. See where the customer gets stuck and what frustrates them. Then schedule them accordingly. For this kind of thing to thrive, it requires an environment of experimentation and measurement. You have to ask the right questions, get the right data and experiment with changes. The process works well when integrated with sprints and prioritised by projected impact. Have fun and thrive.

Chapter 6 : An Introduction to User Experience Design - Hack Design

User Experience Design, or UX Design for short, is a hard thing to describe. If you were to ask 5 UX Designers what UX Design is, you'd get 5 different answers. The way I see it is that it provides solutions to addresses the experiences a customer will have with your product/brand/service, and to try make those experiences better.

Chapter 7 : Introduction to UX Design for eCommerce Development - Fontera

Introduction to User Experience (UX) Design will focus on the process of creating designs that take into consideration the user's needs along with content and a client's wants in order to create a product that is successful.

Chapter 8 : Intro to UX design training course, Akendi, Toronto, Ottawa, Montreal, London UK

User Experience Designer (CXDA) Certification This is our design program. Courses cover experience design to give the UX designer a deep and comprehensive understanding of a UX design process and the knowledge to apply it.

Chapter 9 : Introduction to User Experience Design

DOWNLOAD PDF INTRODUCTION TO UX DESIGN

Introduction to User Experience Design Course Description Design is an essential part of providing a great user experience (UX), offering the user what they need in the most efficient and satisfying manner.