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.academy

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

— Warsaw (English) – Jasna 14/16A
— Online (English) – your home, office or wherever you want
— 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.