informatech

DIGITAL INNOVATION AND TRANSFORMATION | DIT-009

Mastering Digital User Experience (UX)

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Course content

Why Attend

Why Attend User Experience (UX) plays a critical role in the success of digital products, services, and platforms. Organizations that prioritize user-centered design achieve higher customer satisfaction, increased adoption rates, and improved business outcomes. This course provides participants with practical UX methodologies, design techniques, usability testing skills, and product development approaches needed to create engaging and effective digital experiences.

Course Methodology The course combines interactive presentations, workshops, practical design exercises, usability testing simulations, group discussions, case studies, and project-based learning to ensure hands-on application of UX concepts and techniques.

Course Objectives By the end of this course, participants will be able to:

• Understand the principles and foundations of User Experience design

• Conduct user research and analyze user needs effectively

• Design user-centered digital experiences and interfaces

• Develop wireframes and prototypes for digital products

• Conduct usability testing and evaluate user interactions

• Apply UX practices within product development environments

• Create accessible and engaging digital experiences

Target Audience

• UX designers and aspiring UX professionals

• Product managers and product owners

• Digital transformation professionals

• Business analysts

• Web and mobile application designers

• Marketing and customer experience professionals

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Target Audience

• Anyone involved in designing digital products and services

Target Competencies

• User experience design

• User research and analysis

• Wireframing and prototyping

• Usability testing

• Design thinking

• Digital product development

• Accessibility and inclusive design

• Customer-centric innovation

Course outline

Day 1: Foundations of User Experience Design

• Understanding the evolution, purpose, and business value of UX design

• Exploring core UX principles, including usability, accessibility, and user-centered design

• Understanding user behavior and digital interaction patterns

• Applying research methods to identify user needs and expectations

• Developing personas and mapping user journeys to improve experience design

• Practical exercise: Conducting user research and analyzing user requirements

Day 2: Designing Effective Digital Experiences

• Understanding information architecture and content organization principles

• Designing navigation systems, user flows, and digital structures

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Course outline

- Developing wireframes and prototypes to visualize design concepts
- Applying visual design principles, including color, typography, and hierarchy
- Creating intuitive and engaging user interfaces
- Practical workshop: Developing low-fidelity wireframes and interface concepts

Day 3: Usability Testing and User Experience Evaluation

- Understanding usability testing methodologies and evaluation approaches
- Planning and conducting usability testing sessions effectively
- Collecting and analyzing user feedback to identify improvement opportunities
- Applying heuristic evaluation techniques to assess digital products
- Measuring usability, efficiency, and user satisfaction indicators
- Practical simulation: Conducting usability testing and presenting findings

Day 4: UX Integration within Product Development

- Understanding the role of UX within agile and product development environments
- Collaborating effectively with developers, product teams, and stakeholders
- Applying design thinking methodologies to solve user challenges
- Identifying opportunities to improve customer experiences through innovation
- Reviewing practical examples of successful UX implementation projects
- Applying problem-solving techniques to real-world digital product scenarios

Day 5: Advanced UX Practices and Digital Experience Innovation

- Exploring advanced UX concepts, including responsive design and adaptive experiences
- Understanding microinteractions and interactive design techniques
- Applying accessibility standards and inclusive design principles

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Course outline

- Evaluating digital products against accessibility and usability requirements
- Final project: Designing and presenting a user experience solution for a digital product
- Peer review, feedback sessions, and continuous improvement recommendations

Seminar dates

Available seminar dates

Live dates and pricing for Mastering Digital User Experience (UX) generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.