



UX | UI Design Essentials Course Outline

Software Developer - Foundation Services

SUMMARY

APPLICANTS

INTERVIEWS

ACTIVITIES



341 Views





Duration: 3 Days

Related Courses:

Principles of Design, Drawing for Designers, Creative Thinking, Photoshop, After Effects, CodeName One, eCommerce, Dreamweaver, Muse, Edge

Course Overview and Objectives

User experience design (UXD) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product.

The User Experience (UX) course imparts how to design usable, useful, and desirable digital interfaces (e.g., websites, mobile/tablet apps, etc.) from a user-centered perspective. While UX is a field in its own right, UX skills are becoming increasingly important. Drawing from the Human-Computer Interaction (HCI) discipline, UXD methods help delegates to understand users and their contexts.

UX | UI Design Course Outline

UXD Principles

- What is UXD?
- Designing for multi-device environments
- What you need to master
- What are you trying to communicate?
- Why is user experience important?

The UXD Ecosystem

- Identify the project parameters
- Brand presence
- Marketing campaign
- Content source
- eCommerce applications
- Social networking applications
- Responsive considerations

Proposal preparation

- Creating the proposal
- Title page
- Executive summary
- Project outline and approach
- Assumptions
- Deliverables
- Project scoping
- Legal considerations
- Pricing and payment structures
- Statements of work

Project approach

- Project objectives
- UXD process
- Waterfall / Agile / Modified approaches

Business objectives

- Status quo analysis
- Heuristic analysis
- Stakeholder input
- Roles and responsibilities
- Consolidating outcomes

User Research

- Research basics
- User group definitions
- Research techniques
- Contextual inquiry
- Research analysis



tel +27 11 782 4297
fax +27 86 511 3343
109 3rd street, linden, 2195
po box 44007, linden, 2104
South africa

e-mail: msd@imsd.co.za
website: www.imsd.co.za



Design successfully

There are a lot of general design theories and principles out there that apply to all forms of design, whether in digital or print mediums. These include things like balance and scale, as well as more abstract topics like emotion and what makes for "good" design.



The key layout components

Layout principles and theories are varied, but most fall into one of two camps: grid-based design and non-grid based design. Each one has its adherents, and each one has its advantages and disadvantages. There are also layout principles like white space and proximity to consider.



Colour theory can often be one of the most intimidating aspects of design. Sure, most of us know what looks good, but do we have any idea why? This course will explore these possibilities as well as colour models and theories.

Content Strategy

- Personas
- Advanced personas
- The empathy map
- When, where, who, what, why and how of UXD
- Content strategy longevity
- Tips on content

Transitioning - Definition to Design

- Ideation
- Visualisation
- Storyboarding essentials
- Prioritization
- Maintaining good tension
- Conflict management
- Documentation

UXD Design Principles

- Visual design
- Unity and variety
- Focal point
- Economy of elements
- Balance and proportion
- Interaction
- Association and affordance
- Economy of motion
- Responsive design
- Psychology
- The effects of good UXD design
- Flow and Interaction
- Guiding principles

Sitemaps and flow tasks

- Tools of the trade
- Pagestack
- Decision points
- Conditions
- Common errors
- Misalignment
- Typographic considerations
- Task flows
- Swim lanes

Wireframing and Annotating

- Annotating essentials
- Wireframing essentials
- Toolkits
- Wireframing 101
- Sample processing



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UX Design

User experience design (UXD) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product within the consumption environment.



User Interface Design (UID)

is a process of visually guiding the user through a product's interface via interactive elements and across all sizes/platforms. UID is responsible for the transference of a brand's strengths and visual assets to a product's interface as to best enhance the user's experience



Design user testing

Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users. This can be seen as an irreplaceable usability practice, since it gives direct input on how real users use the system.

- Sketching
- Digital wireframes
- Visual design
- Responsive design
- Wireframes vs Prototypes

Prototyping models

- Prototyping boundaries
- Wireframing vs realistic prototypes
- HTML and WYSIWYG editors
- Designer tools for prototyping
- Designer / developer workflows
- Post-prototyping

Design user testing

- Visual design mockups exploration
- Choosing a design testing approach
- Qualitative and quantitative research
- In-person and remote research
- Moderated and automated techniques
- Usability testing
- Research
- Logistics
- Facilitation
- Analysing results
- Crafting recommendations

From design to development

- Visual design
- Development
- Quality assurance
- Alpha testing
- Launching you project
- Support
- Post launch activities
- Analytics
- Post mortem

Flexible Content Strategies

- Approaching content strategies
- Flex content creation
- CMS's
- Delivering across devices
- Delivering across apps
- Flexible architecture
- Personalising content