

UX/UI Course - Description

Intro

The UX/UI course will help you understand the basics of user experience and master the design process with a user-centered approach. This 8-week program has been designed to fully equip you with all the tools and methodologies you need to succeed as a UX designer: starting from the discovery research, going through the design and prototyping phases up to the final testing of your solution. Classes are taught in a small, friendly environment with first-class tutors dedicated to helping you succeed and grasp the basics you need to further develop your knowledge.

What Will You Learn

UX Principles

Discover how usability principles affect the efficiency of a product and how behavioral principles drive users' expectations. Learn how to run a heuristic evaluation of a digital product.

User-Centered Design

Apply the most famous designing method and become familiar with the Double Diamond design process and the Design Thinking approach. Learn how to manage a project from beginning to end.

Discovery Research and User Interviews

Learn a different range of research methods and how to apply them according to the project's nature. Develop a research plan and conduct interviews with real users to understand their needs, behaviors, and attitudes.

Design Workshops and Mapping

Dive into the different techniques designers use to analyse research findings, to identify user needs and requirements, and to translate them into design solutions. Create affinity maps, customer journeys, and design concepts through facilitated workshops.

Interaction Design, Wireframes, and Prototyping

Combine principles of psychology, convention, and technology to create an intuitive digital interface. Turn sketches into digital wireframes and interactive prototypes, becoming familiar with industry-standard design tools such as Figma and Invision.

User Testing and Project Iteration

Plan and conduct usability tests with real users. Learn how to iterate your design project based on user insights and discover the most relevant validation techniques adopted by UX professionals.

Structure

Week 01 - Intro into UX Design

Learn the basics of UX Design

- Definition of User Experience: elements and terminology.
- Usability and behavioral principles.
- The design process and the people involved.

Week 02 - Discovery Research

Discover user needs and requirements through research

- What is user research, and why do we need it?
- Types of user research, common methods and when to use them.
- How to build a research plan and conduct user interviews.

Week 03 - Ideation & Facilitating Workshops

Understand research findings and turn them into design concepts

- Synthesizing research findings through affinity maps.
- How to communicate findings to stakeholders and clients (methods and outputs).
- Design ideation through facilitated workshops (identify problems and explore solutions).

Week 04 - Mapping & Wireframing

Create a customer journey and start designing your solution

- Learn what are UX maps and why they are useful.
- Map the user journey (identify pain points and opportunities).
- Wireframe the journey and learn the difference between low and high fidelity wireframes.

Week 05 - Prototyping

Develop the digital interface of your product

- Understand the difference between wireframes and prototypes.
- Discover the most relevant design tools available on the market.
- Learn about the Interaction Design principles.
- Prototype your solution.

Week 06 - User Testing

Test your prototype with real users

- What are usability tests, and why do we need them?
- How to prepare a testing session.
- Types of usability tests and other validation methods.

Week 07 - Design Iteration

Iterate and refine your design solution

- Learn how to analyze and categorize test findings.
- What is design thinking, and why should we follow this approach?
- Iterate on your design and wrap up the project.

Week 08 - Project Presentation & UX Life

Prepare to present your project and learn how to break into the industry

- Presentation guidelines.
- Roles in UX design and how to choose the right one.
- Career tips.
- Build a UX resume and portfolio.

Outcomes

By the end of this course, you will be able to:

- Conduct user interviews and usability tests with real users.
- Develop strong workshop and design facilitation skills to apply in real-life scenarios.
- Create customer journeys to guide the design phase.
- Translate interaction design principles into real interfaces.
- Develop software skills in the industry standard design tools (Figma and FigJam).
- Manage client requests and expectations.
- Present your work to real clients.
- Understand the different roles in UX design and how to enter the market.

Level: Beginner

This course is suitable for:

- People who are interested in starting a new career in design without any previous knowledge or preparation.
- People working in digital roles that are complementary to UX and want to expand their knowledge (researchers, product managers, developers, business analysts, quality assurance).
- Designers with a background different to UX (i.e. UI designers or graphic designers) wishing to integrate their current skills with new ones.