

# Advanced UX Course - Description

## Intro

The Advanced UX Course will give you a detailed overview of the UCD process and an in-depth understanding of what is involved in user experience and its underlying principles. Also, turning the requirements into sketches and wireframing your ideas will lead to learning the ability to turn this data into great designs. You will extend your knowledge of UX design to exciting research and build your UX experience and foundations further.

## What Will You Learn

User Journey Maps

Fast Prototyping Techniques

Rapid prototyping enables you to quickly create an initial version of a final product.

Storytelling and Presenting & Stakeholder Management

Learn how to present your research results to stakeholders.

Innovative Design Thinking

A method for the practical, creative resolution of problems. Proven and repeatable problem-solving approach.

Generative & Evaluative User Research

Learning various advanced user research techniques, putting together a research plan, and analysing and synthesising research results.

Learn UX Principles

Identify best practices for research and testing within an agile environment.

## Structure

### Week 01

- The Double-Diamond Model
- How to Conduct Stakeholder Interviews
- Design Maturity
- Various Types of User Research Techniques and how to choose the right technique
- How to Plan a User Research Project
- How to Set Up a Research Plan
- User Interview Techniques and How to Take Notes

You will work on a client project from day 1. using the research techniques outlined to help understand the problem you are tackling and gain a deep understanding of the user needs. You will be conducting and planning research using techniques taught in class. You will have a strong body of findings that will form a solid baseline for your user-centric design.

### Week 02

- How to Analyze and Synthesize User Research Results (Coding and Affinity Mapping)
- Empathy Maps and Personas
- User Journey Maps

You will better understand the problem. You will distill insights from findings and you will use synthesis exercises to visualize the user experience

### Week 03

- "How Might We" (HMW) Statements
- Problem Statements
- Advanced Ideation Techniques

You will use HMW statements to frame the problem in different ways. You will learn advanced ideation techniques. You can utilize these techniques both as a team of one and as part of a multidisciplinary team, and you'll learn how to plan and conduct an ideation workshop.

### Week 04

- How to Formulate an Effective Hypothesis
- Identifying Assumptions
- How to Run a Concept Test
- Usability Testing vs. Concept Testing
- Rapid Prototyping

You will learn about different ways to validate your design ideas. You will understand the difference between usability testing and concept testing and you will come up with a hypothesis that you will test in a concept test. test

## Week 05

- How to Run a Design Critique
- Understanding and Designing for Real User Needs
- Different Types of Storytelling and Presentation Skills

You will get a better understanding of what it means to design *for* UX. You will learn about different types of UX workshops like empathy, critique, and discovery workshops. You will have to present your project to the client at the end of this course and therefore, you will get an overview of different ways to tell your story and convince stakeholders.

## Week 06

- How to Give Feedback
- How to facilitate a workshop
- Present and Run a Design Critique
- How to Think About and Advance Your Career in UX

You will participate in a design critique and learn how to give helpful feedback to your colleagues. You will also learn how to be a better facilitator and at the end, we will discuss how you can advance your career in UX.

## Outcomes

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

- Create user journey maps and identify key pain points and opportunities
- Create a research plan, implement advanced user research techniques, and analyze research findings.
- Conduct concept tests to determine whether it's worth following through with an idea
- Get an overview of the complete design thinking process to solve problems in a creative and innovative way.
- Develop software skills in Figma and Miro.
- Manage stakeholder expectations and present your work to real clients in a professional manner and develop invaluable communication skills.

**Level: Intermediate**