



2 days

Certified UX & Usability Professional

User Experience & Interaction Design with Lean UX & Agile UX

XDi



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Description

What to expect

User experience has become the most important factor for designing successful digital products. The quality of the user experience determines whether websites, apps and software are used or not. User experience design has therefore become a key factor, a touch on the scales. An excellent “user experience” ensures satisfied users, creates better customer loyalty, increases credibility, ensures positive reception in media and app stores and enhances a company’s reputation.

What is it about

The profession of the user experience designer has become increasingly differentiated. Knowledge and skills in the professions UX Design, Usability and Interaction Design are more important and in demand than ever. It is becoming more and more important to apply the methods of these disciplines in a concentrated form in order to quickly come to pragmatic solutions and to develop them iteratively. In the spirit of the Lean UX and Agile UX mindsets, we will familiarize you with the development of user scenarios, user story maps and content strategies to develop information architectures, wireframes and interactive prototypes, which will then be tested.

What you will learn

In this workshop we teach the participants the methodologies of the User Experience Design and provide them with a lean toolset (Lean UX). With the help of agile methods (design sprints) you will learn to find intelligent and practicable solutions with the help of different stakeholders. You will learn to design interactive, digital products with an excellent user experience in a very short time.

Who should participate

The workshop was developed for designers and design managers, project and product managers, web and software developers, speakers and editors, copywriters and concept developers, marketing and content managers, media and information officers, information and interaction managers, usability engineers, scrum masters and product owners, who are responsible for the conceptual and strategic development of websites and apps in agencies, companies and organisations.

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Agenda

01

09:00 - 9:30

Welcome, presentations and warmup

09:30 - 10:15 - Intro

The convivence of multiple disciplines merging into the User Experience (Business + User + Content + Interaction), An introduction to the product development ecosystem: Structures, roles, who does what in a product team. The digital touchpoints, Its differences and special requirements, The complexity of approaching product development in a digital, multi-platform ecosystem, Usability principles

10:15 - 11:00 - Agile & Lean UX

What is UX, What is Lean UX, Agile methods vs other methods, What is a sprint, The design spike, User stories and scrum methodologies in action

11:00 - 11:30 - Form teams & pick a company

Team up in groups of 2 or 3 people and pick one of the provided examples, you'll work with a company trying to address their problems and solving them through agile & lean methods.

11:30 - 12:00 - User centered design

The MVP as the first goal, User centered design and the importance of research, Research methods: User segmentation, personas, marketing vs design research

12:00 - 12:30 - Assigning personas

Find which one of the given personas works for your company and why.

13:00 - 14:00 Lunch

13:30 - 14:00 - The importance of the customer in the design process

Taking personas into user scenarios, Mapping a customer journey, Examples of customer journeys and how they work, Airbnb's story approach to a customer journey

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Agenda

01

14:00 - 14:45 - Build a user scenario for your persona(s)

Break down the user scenario for when your customer goes through a specific part of your product, and map their actions, interactions, contexts and steps taken. Quick presentation of your user scenario for the rest of the class.

14:45 - 15:30 - From ideas to a product

Thinking, building, learning, and iterating, Creating a backlog of user stories, defining our MVP, Product Roadmap, The sprint 0, Moving user stories across a scrum board

15:30 - 16:30 - Creating User Stories

*With your idea for a product in mind, create a backlog with **EPICS** and **FEATURES** to be build. Develop user stories for at least two of the features, and analyse which roles you'll need involved to bring the stories to "done". Explain your backlog quickly to the rest of the class.*

16:30 - 17:00 - Recap, questions, end of the day.

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Agenda

02

09:00 - 9:30

Recap

09:30 - 10:20 Design: Conventions and Best Practices

Design basics: how do we perceive the world?, Design process: Sketches, wireframes, Mock-ups, Interactive prototypes, Designing for multiple devices (Responsive / Adaptive). Mobile first, Design patterns: Navigation, filtering, search, etc., Design patterns: Navigation, filtering, search, etc., Introduction to iOS Design / Material design, What is the Design Studio method, Applying Design Studio to quick sketching

10:20 - 11:00 Design Studio

Quickly make some scribbles with the help of the Design Studio method to represent the way you visualise the features you defined in the previous exercise. Discuss the results with the rest.

11:00 - 11:30 Prototyping

What is a prototype, Agile prototyping, Prototyping alternatives and tools

11:30 - 12:30 Prototyping

Make your scribbles into interactive prototypes for at least one of your features that responds back to your User Scenario. Elaborate at least one of the screens in Desktop, tablet and mobile format. Make a brief presentation of the results.

12:30 - 13:30 Lunch

13:30 - 14:15 Testing

Why is testing important? Testing methods and possibilities, How to conduct an interview, Live testing, Video: Watch some UX interviews

14:15 - 15:00 Testing

Elaborate questions and/or assignments for a live testing of your product, We'll do user testing within the group. Teams split in two, one will be interviewing using the prototype they built, and the other one will be interviewed in another team, and then switch again. The person interviewing should take notes on how the person responds to the assignments. At the end of the exercise each team member should have at least conducted 1 interview and been interviewed once.

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02

15:00 - 15:30 Iterating

What we got right, what we failed, what we learned, Retrospectives and action points, Applying results of the testing to building the next sprint, About shipping a product: Better done than perfect

15:30 - 16:15 Reworking

Propose an alternative to one of the features of your product that didn't test as expected, Make an action plan, or change your prototype. Make a small exposition on those changes for the whole class, showing the improvements or learnings

16:15 - 16:30 Beyond Agile Methodologies

Examples in different organization sizes, Brief introduction to the Google Design Sprint, Agile vs Scrum vs Kanban vs Waterfall

16:30 - 17:00 Recap, questions, fill feedback form online, delivery of certificates



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NUMBERS & FACTS

Language: English
Duration: 2 days
Max.Participants: 12
Schedules: 09.00 – 17:00
Participation fees*: € 990,00* (early bird/10 weeks before the seminar)
€ 1190,00* (regular price)

DISCOUNTS

5% for the registration of 2 employees
10% for the registration of 3 employees
15% for the registration of 4+ employees
10% for self-payers

CERTIFICATE

For completing the seminar participants receive the certificate „*Certified UX & Usability Professional*“ by the XDi – Experience Design Institut.

INCLUDED SERVICES

- XDi-certificate „*Certified UX & Usability Professional*“
- High-quality digitized material
- Numerous templates for your day-to-day work
- Single and group work with presentations and feedback rounds
- Exchange and discussions with your fellow participants
- Photographic and filmed documentation of practical exercise
- A lot of best practices and online resources
- Special seminar locations with a creative atmosphere
- Lunch, beverages, fruit and snacks
- An alumni group for further exchange

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TRAINER



Bibiana Meya

Dipl. Media System Designer and freelance User Experience Consultant

Bibiana Meya is a freelance user experience consultant.

She supports companies to integrate UX into their business strategy, to understand what people want and why they want it. From this, she develops products that accompany the stories of her users and make a brand perceptible in every interaction.

TRAINER



Stefan Schmitt

Diplom-Designer (design major), XDi founder, experience designer, consultant, XD trainer & systematic management coach

Stefan Schmitt is experience designer, consultant, trainer und speaker with more than 15 years experience in analyzing, planning, developing and designing websites, web portals, e-commerce solutions, marketing tools, software, mobile apps and social media applications.

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TRAINER



Christian Fox

Experience architect, strategist & manager & service designer

Christian Fox is an independent UX conceptual designer, who assists companies in designing their digital products. He studied digital media and has been implementing successful relaunch and optimization projects for more than 8 years. Whether portal, shop, intranet or app -- the user focus runs through all phases of his projects. Christian's main areas of expertise are UX research, usability and prototyping.

TRAINER



Maria Kolitsch

Product Strategist and Experience Designer

Maria is a passionate experience designer & product strategist from Berlin. Her focus is on the strategic development of digital products based on user-centric methods. After studying human centred design, industrial design and media management in Berlin and Copenhagen, she spent several years abroad where she participated in various projects. Today she works independently as a designer and supports design teams in start-ups and established companies in the development of design systems, agile product development and digital strategies.



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YOUR BENEFITS

- First-class instructors with a strong practical knowledge
- Trainers with many years of practical experience in an international context
- Didactically prepared and creatively implemented learning content
- Practically applied and solid theoretical knowledge
- Application of recent results of brain research
- Integrated coaching and mental training methods
- Comprehensive course materials with many other tips, tricks and links
- Attractive spaces with a special atmosphere
- Personal, informal handling

OUR ADDED VALUE

The XDi works with new and interactive education programs based on current findings in brain research. Our credo is „learning by doing“ – our participants learn the application of relevant methods and techniques using practicals exercises in small groups.

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FEEDBACK

REFERENCES

More references and feedback on www.xd-i.com/referenzen

otto group



Handelsblatt



DAIMLER



Douglas



Bayer CropScience



MEMBERSHIPS



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Agenda

01

Wireframing & Prototyping

Micro Interactions, Information Design, Responsive webdesign vs. mobile app design, Wireframing and Prototyping

Practical exercises: Development of wireframes and clickable, interactive prototypes, presentation, feedback and discussion

Usability Testing

Test plan, live testing, analysis, feedback

Practical exercises: Realization of live usability tests of the developed interactive prototypes, presentation, feedback and discussion

16:30 – 17:00 Tips, Links and Sources, Awarding of Certificates, Farewell

17:00 End of the workshop