

5 days



## UX360° – Certified UX & Usability Expert

User experience design, user centered design and usability for web, tablet and smartphone



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## Description

### What is it about

The Internet, tablets and smartphones have already become our constant companions. A large part of the world's population is always on. Content, functions and applications therefore want to be used across all channels and media convergent - information and services should be accessible at all times and everywhere. In order for this to happen sensibly and with a positive user experience, it requires people who can develop intelligent, user-friendly concepts for the different media and devices.

### What to expect

The profession of the user experience designer has become more and more differentiated. A good user experience designer should be able to define and understand his target group, develop a product vision and strategy, collect requirements and formulate them in user stories, develop information architectures and user flows and implement and test screen and interaction designs prototypically. In this intensive 5-day seminar, you will learn how to do all this and then develop innovative, successful and user-friendly digital products that will satisfy your users and customers and make them happy.

### What you will learn

This seminar enables you to successfully design websites, smartphone and tablet apps. You will get to know and apply the methods of User Experience Design, Human Centered Design and Design Thinking as effective and goal-oriented tools for the design of innovative, intelligent and useful products. You will learn about the entire spectrum of methods used in user experience design - from analysis and strategy to conception, prototyping and testing. You will be able to successfully design digital information services themselves, "brief" and steer external service providers or communicate more competently with „stakeholders“ and advise them internally.

### Who should participate

The seminar was developed for all those who are responsible in agencies, companies and organisations for the conceptual and strategic development of digital products, who want to „brief“ and steer external service providers or who want to communicate internally with „stakeholders“ or advise them. It is particularly suitable 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, social media consultants and managers, usability engineers, scrum masters and product owners.



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## Agenda

01

**10:00 - 10:30 Welcome, get to know & warm up**

**10:30 - 13:00 User experience and usability basics**

### **Fundamentals & backgrounds**

The human brain, the digital eco system, the mature business, the user experience designer's profession

### **Definitions & disciplines**

User experience design, human/user centered design, interaction design, usability, information architecture, user interface design

### **Phases & methods**

User analysis & design research, business goals & product strategy, product scope & requirements, information architecture & navigation, information & interaction design, user interface design & styleguide

### **Rules & standards**

Mental models, eight golden rules, principles of interaction design, Don't make me think, 10 usability heuristics, DIN ISO norms 9241-110, design laws, Apple interface guidelines, Google material design, Hick's und Fitts's law

*Practical exercises: Collaborative UX research for UX & usability basics*

**13:00 - 14:00 Lunch break**

**14:00 - 17:00 User & task analysis**

### **Personas**

User types, user segmentation, user goals and needs, market research vs. design research

*Practical exercises: Developing personas, presentation, feedback and discussion*

### **Customer life cycle**

Customer life cycle, task analysis & definition, cognitive task analysis, top tasks

*Practical exercises: Creating a customer life cycle with top tasks, presentation, feedback and discussion*

### **Customer journey and experience**

Customer journey, service experience, touch points, experience mapping

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Agenda

02

**09:00 - 09:15 Preview, calibration and warm up**

**09:15 - 10:15 User & task analysis**

## **User scenarios**

User scenarios, use cases, use contexts

*Practical exercises: Developing a user scenario with all use cases, presentation, feedback and discussion*

**10:15 - 11:45 Product analysis & testing**

## **Product analysis**

SUS System Usability Scale, Google heart framework, expert review/heuristic evaluation, content audit, online survey

## **Usability testing**

First click testing, A/B testing, usability lab, remote testing, mouse tracking, eye tracking, retrospective Think Aloud

*Practical exercises: Implementing a live usability test for a selected application*

## **Web analytics**

Google Analytics, Adobe Analytics, Piwik Open Analytics ...

**11:45 - 12:00 Competition & market analysis**

Benchmarking, best practices, evaluation models, performance metrics

**12:00 - 12:30 Retrospektive, reflexion and integration**

**12:30 - 13:30 Lunch break**

**13:30 - 15:30 Business & product strategy**

## **Business strategy**

Business goals, goal definition

## **Product strategy**

Product vision, UX principles, mission statement, value proposition, business model, success criteria, ROI (return on invest), KPIs (Key Performance Indicators), UX strategy

*Practical exercises: Developing a product strategy using the product vision board, presentation, feedback and discussion*



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02

### 15:30 - 17:00 Product scope & requirements

#### Functional specification

Requirement analysis and definition, capability and scope matrix, user stories, user story mapping

#### Content strategy

Content strategy, SEO, Content life cycle, voice of tone

*Practical exercises: Developing a content strategy using the content strategy planner, presentation, feedback and discussion*

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03

## 09:00 - 09:15 Preview, calibration and warm up

## 09:15 - 09:45 Project planning & organization

Stakeholder management, agile & lean UX, design sprints

## 09:45 - 10:15 Retrospektive, reflexion and integration

## 10:15 - 12:30 Information architecture & sitemap

Information architecture, organization structures/schemata, sitemap, categorization and labeling, card sorting

*Practical exercises: Developing an information architecture using card sorting, presentation, feedback and discussion*

## 12:30 - 13:30 Lunch break

## 13:30 - 16:00 Navigation & search

Navigation techniques, navigation logic and hierarchy, search, filters and sorting

*Practical exercises: Developing and (tree-)testing a navigation, presentation, feedback and discussion*

## 16:00 - 16:30 Processes & flows

Process design, flow charts (user flows, screen flows), cores & paths

## 16:30 - 17:00 Retrospektive, reflexion and integration

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04

**09:00 - 09:15 Preview, calibration and warm up**

**09:15 - 12:30 Sketches, wireframes & prototypes**

## **Sketches, scribbles & sketchnotes**

Sketches, sketchnotes, stenciling, paper prototypes, paper cut-outs, design studio

*Practical exercises: Creating first sketches and drafts of screens and features using the design studio-method (Lo-fi prototyping), presentation, feedback and discussion*

## **Wireframes & prototypes**

Atomic design, information design, wireframes, interactive prototypes

*Practical exercises: Selecting and refining sketches into wireframes (me-fi prototyping) with Balsamiq, Sketch and others*

**12:30 - 13:30 Lunch break**

**13:30 - 15:45 Interaction design & design patterns**

Design patterns, micro interactions, feedback and gesture operating, dynamic panels and states

*Practical exercises: Refining and implementing wireframes into interactive, click-able prototypes (hi-fi prototyping) with Azure, UXPin, Proto.io, Principle and others, presentation, feedback and discussion*

**15:45 - 16:30 Responsive design & mobile design**

## **Responsive design**

Layout types (fixed, fluid, adaptive, responsive), design grids, break points, mobile first, workflow

## **Mobile design**

Devices and operating systems, tips and tricks, gestures and interaction, animations and transitions

**16:30 - 17:00 Retrospektive, reflexion and integration**

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05

## 09:00 - 09:15 Preview, calibration and warm up

## 09:15 - 11:00 Styleguide & graphical elements

Corporate design, color pallet, typography and fonts, UI patterns, graphical elements, layout grids, text and tonality, images, videos and sound, mood boards

*Practical exercises: Creating a mood board with imagery, color pallet and font selection as design basis*

## 11:00 - 11:30 Screen design & animations

UI kits, animations, transitions, fadings, micro interactions

## 11:30 - 12:00 Design & UI trends

One pager, flat UI, poster art and typography, image and video backgrounds

## 12:00 - 13:00 Lunch break

## 13:00 - 14:30 Final presentation

Final presentation, results, final feedback, exchange and discussion

## 14:30 - 15:00 Integration, conclusion and farewell

Tips, links and sources, certificates, good-byes





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## NUMBERS & FACTS

Language: English  
Duration: 5 days  
Max.Participants: 12  
Times: 1st day 10:00 – 17:00  
Next days: 09:00 – 17:00  
Last day: 09:00 – 15:00  
Participation fee\*: € 2.490,00 (early  
bird/8 weeks before the seminar), €  
2.990,00 (regular price)

## DISCOUNTS

10% for the 2nd employee  
20% for the 3rd employee  
25% discount for self-payers

## CERTIFICATE

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

## INCLUDED SERVICES

- XDi-certificate *“Certified UX & Usability Expert”*
- 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



## **Katja Busch**

Katja Busch, media sciences major, UX manager, coach & consultant, expert in reducing complexity, empathic and pragmatic expert for digital transformation

Katja Busch worked the last 20 years as photographer, concept developer, information architect, content strategist, head of UX and trainer. Today she is 360° UX manager and coach, project manager and consultant for digital transformation. For her, people and their specific needs build the center of attention in all her doing.

TRAINER



## **Arno Karrasch**

Experience architect, strategist & manager & service designer

Arno Karrasch gathered his experience for the last 20 years as a system admin, concept designer, information architect, UX director, experience design leader, experience strategist and design thinker working at agencies, consulting firms, corporations, start ups and innovation labs. Today, he sees the people as the center of attention and supports companies as coach and consultant, helping them to use new technologies in order to act as user friendly as possible.

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## 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.

## 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

„The trainer guided us confidently through the content and was always aware that it is the practical exercises and the thereof resulting discussions between the participants which make the information useful.“

Michael Haasler – team leader new media,  
KölnMesse

“Thank you Mister Schmitt for the inspiring seminar. I've taken with me many methods and practical examples all around the conception and development of digital applications.“

Evelyn Kühn, Otto Group, Hamburg

## REFERENCES

More references and feedback on [www.xd-i.com/referenzen](http://www.xd-i.com/referenzen)

otto group



Handelsblatt



DAIMLER



Douglas



Bayer CropScience



## MEMBERSHIPS

