



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

9:00 – 9:30 Welcome, get to know each other and warm up

9:30 – 10:15 UX & Usability Principles

Basics

The human brain, the digital ecosystem, the disciplines in user experience design

Principles

Eight Golden Rules, Principles of Interaction Design, 10 Principles Of Effective Webdesign

10:15 – 12:00 User Research & Analyse

Personas

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

User Scenarios

User Scenarios, Use Cases, User Stories, usage contexts

Practical exercises: Development of a user scenario with all use cases, presentation, feedback and discussion

12:00 – 12:30 Retrospective, Reflection and Integration

12:30 – 13:30 Lunch break

13:30 – 16:30 Functional & content requirements

Features

Requirement Analysis and Definition, Capability and Scope Matrix, User Stories, User Story Mapping

Practical exercises: Development of a user story map, presentation, feedback and discussion

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Agenda

01

Content

Content Strategy, Content Life Cycle, SEO&SEM

Practical exercises: Development of a content strategy using the “Content Strategy Planner”, presentation, feedback and discussion

6:30 – 17:00 Retrospective, Reflection and Integration

17:00 End of day 1

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Agenda

02

09:00 – 09:15 Review, Preview and Calibration

09:15 – 11:00 Information Architecture & Navigation

Information architecture

Organizational structures/schemata, categorization and labeling, sitemap, card sorting

Practical exercises: Development of an information architecture using card sorting, presentation, feedback and discussion

Navigation

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

11:00 – 11:30 Retrospective, Reflection and Integration

11:30 – 12:30 Lean UX & Design Sprint

Design Studio

Lean UX, Design Studio, Design Sprint

Practical exercises: Sketching and designing screens and features with the Design Studio method, presentation, feedback and discussion

12:30 – 13:30 Lunch break

13:30 – 16:30 Lean UX & Design Sprint

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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



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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/8 weeks before the seminar)
€ 1190,00* (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 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



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



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



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 pos-

TRAINER



Susanne Kreuz

Senior UX Architect, Content Writer and Blogger, Trainer and Consultant

Susanne has been at home in the digital world since 2001, where she not only designs but also tests information architectures, concepts and prototypes. Her interest in people, their behaviour and cultural imprint has deepened in her studies of art history, psychology and ethnology. Today, she helps start-ups, corporations and organizations to create user-friendly websites and apps and establish a collaborative design process in multidisciplinary teams.



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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

