

A photograph of a person in a meeting room, holding a yellow pen, with a laptop and coffee cups on the table. The person is in the foreground, and the background is slightly blurred, showing other people and office equipment.

2 Tage

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User Experience & Interaction Design with Lean UX & Agile UX



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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

Design process and Design principles

Usability principles

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-plat-form ecosystem

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.

Practical exercises: Team building, choose a project and its persona and discuss their user needs, presentation, feedback and discussion about your work

Design conventions and best Practices

How do we perceive the world? The basics of design and perception. Design process with sketches, wireframes, mockups and interactive prototypes. Design for multiple devices (responsive & adaptive). Mobile first. Design patterns (navigation, filter and search...), iOS design and material design, design studio

Practical exercise: Creating scribbles using the Design studio method to visualize the previous defined functionalities. Presentation, feedback and discussion of your work

User centered design and Prototyping

User centered Design & Design research

User centered design, user segmentation, personas, marketing vs. design research, MVP - Minimum Viable Product

Practical exercises: Creating a user scenario based on the selected project, the persona and the identified 'pain points'. Presentation, feedback and discussion of your work.

The importance of the customer during the design process

From personas to user scenarios, user scenarios during the customer journey, customer journeys and best practices

Practical exercise: Creating a customer journey and defining key elements to satisfy the expectations of your customers. Presentation, feedback and discussion of your work



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AGENDA

From ideas to a product

Thinking, building, learning and iterating. Creating a backlog of user stories, develop the MVP, product roadmap, The spring 0

Practical exercise: 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".

Prototyping

Different types of prototypes (Lo-Fi, Me-Fi, Hi-Fi), agile prototyping, prototyping tools

Practical exercise: Development of an interactive prototype of selected functionalities and screens for the desktop, tablet and mobile format. Presentation, feedback and discussion of your work

Feedback conclusions and reworks

User testing

Methods and possibilities of testing, user interviews, live testing, practical examples of test and interview situations

Practical exercise: Developing questions and tasks for live testing, executing of user tests trough interviews. Exchange and discussion

Iterationen & Rework

Analysis and retrospective of your work results. Reviews and action points, applying the results of your testing to plan the next sprint, product launch and beta phase

Practical exercise: Development of the prototype and incorporation the findings from the user test into the prototype. Presentation, feedback and discussion of your work



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NUMBERS & FACTS

- Language: English
- Duration: 2 days
- Max. Participants: 12
- Schedules: 09.00 – 17:00 Participation fees*: € 890,00* (early bird/12 weeks before the seminar) € 990,00* (regular price)

DISCOUNTS

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

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
- A lot of best practices and online resources
- 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



Damian Martone

User Experience Consultant & Lead Designer

Born and raised in Buenos Aires, Argentina, where he majored in Graphic Design, Damian Martone has been working as a UX Designer for over 10 years, as well as teaching in the University of Buenos Aires for four. In 2014 he moved to Berlin, Germany to start working for Kayak.com and since then he's been involved with multiple companies and startups. Almost two years ago, he founded Rigma.io, a product foundry which specializes on MVP development and tech consulting, having worked with clients like Lufthansa, Coup and HelloFresh.



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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
- 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 AG

REFERENCES

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

otto group



Handelsblatt

Aktion
MENSCH

DAIMLER

BOSS
HUGO BOSS

Douglas

CHECK24

adidas
GROUP

Allianz

MEMBERSHIP



INTERACTION DESIGN
FOUNDATION

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