3 Days

Certified UX & Usability Specialist
UX Design & Interaction Design for Web, Tablet & Smartphone

XDi

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DESCRIPTION

Background
Digital media have long been established in all walks of life. Internet, tablets and smartphones have become our constant companions. Content, features and applications will therefore be used across channels, and media convergent – information and services should be always and everywhere available. Numerous contents of various kinds should be brought to the various digital devices such as desktop PC, mobile and tablet in an adequate way.

Summary
Knowledges and skills in the professions user experience design and usability are important and demanded more than ever. They are becoming increasingly extensive, differentiating themselves further and require special expertise. In this seminar, we enable participants to develop world class user interfaces for websites, apps and other screen-based applications.

What you will learn
This seminar enables you to successfully develop websites, mobile apps and browser-based software conceptually. You will learn the methods, phases and processes in the design of digital products and get specific tools" and „Guidelines" for designing interactive products with an excellent user experience. You will also learn to design contents, structures and functionalities for websites, mobile and software applications.

Who should participate
This seminar was developed for designers and design managers, project and product managers, web and software developers, presenters and editors, copywriters and concept developers, marketing and content managers, media and Information Officer, Information and Interaction Manager, social media consultants and managers, usability engineers, Scrum Master and Product Owner who are responsible for the conceptual and strategic development of websites and apps in agencies, companies and organizations.

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CURRICULUM

User experience und 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 and tools

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 and Fitts's law

User research

Personas

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

Practical exercise: Developing personas, presentation, feedback and discussion
User Scenarios

User scenarios

User scenarios, use cases, use contexts

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

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Product scope & requirements

Functional specification

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

Practical exercise: Creating a user story map, presentation, feedback and discussion

Content strategy

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

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

Information architecture and navigation & flows

Information architecture, sitemap

Informationarchitecture, organasation structure, sitemap, categorising and labeling, card sorting

Practical exercise: Developing an information architecture using card sorting and Tree-Testing, presentation of the results, feedback and discussion

Navigation and search

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

Processes, flows and paths

Process design, flowcharts (User flows, Screen flows), cores & paths

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Interaction design & prototyping

Sketches, scribbles and sketchnotes
Sketches, sketchnotes, stenceling, paper prototyping, paper cutouts, design studio

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

Wireframes and prototypes
Atomic design, wireframing (site structure, grids and stencils, using, placing and prioritizing of interface elements), interactive prototypes (with Figma, Axure, UXPin, InVision, Pop)

Practical exercise: Selecting and refining sketches into wireframes (me-fi prototyping) with Figma, Balsamiq, Sketch and others, presentation, feedback and discussion

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

Practical exercise: Refining and implementing wireframes into interactive, click-able proto- types (hi-fi prototyping) with Figma, Axure, UXPin, Proto.io, Principle and others, presentation, feed- back and discussion

User interface design & styleguide

Styleguide and graphic elements
Corporate design, color pallet, typography and fonts, UI patterns, graphical elements

Practical exercise: Creating a mood board with imagery, color pallet and font selection as design basis, presentation and feedback
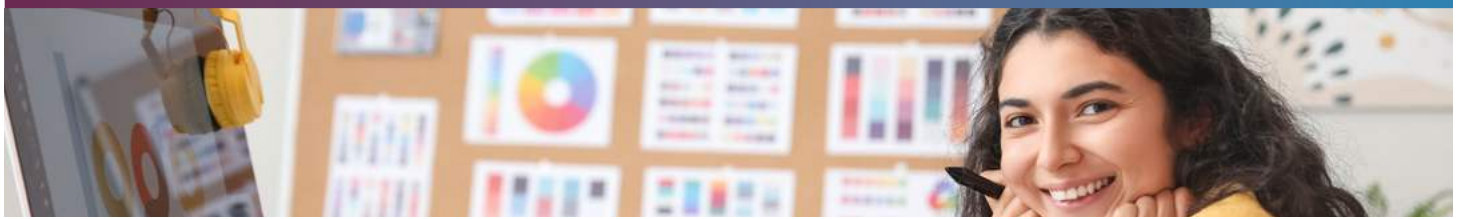
Screen design & animations
Animations, transitions, fadings, micro interactions

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

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NUMBERS & FACTS

Discounts

Language: English
Duration: 3 days
Max.Participants: 12
Times: 1st day 10:00 – 17:00
Next days: 09:00 – 17:00
Participation fee*: € 1.650,00 (early bird/12 weeks before the seminar), € 1.790,00 (regular price)

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 Specialist"* by the XDi – Experience Design Institut.

INCLUDED SERVICES

XDi-certificate *"Certified UX & Usability Specialist"*
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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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.

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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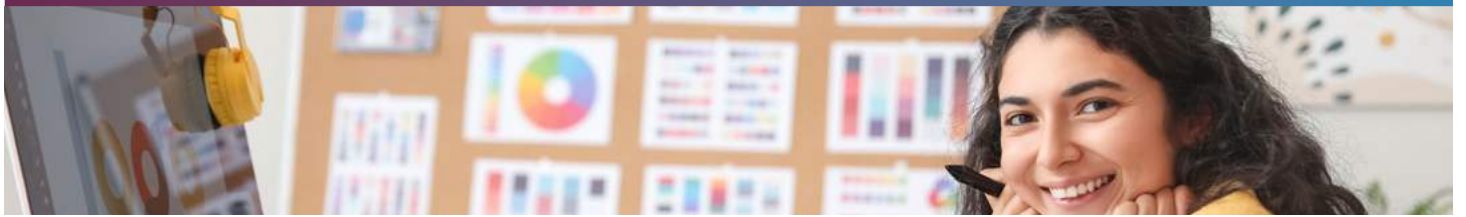
YOUR BENEFITS

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

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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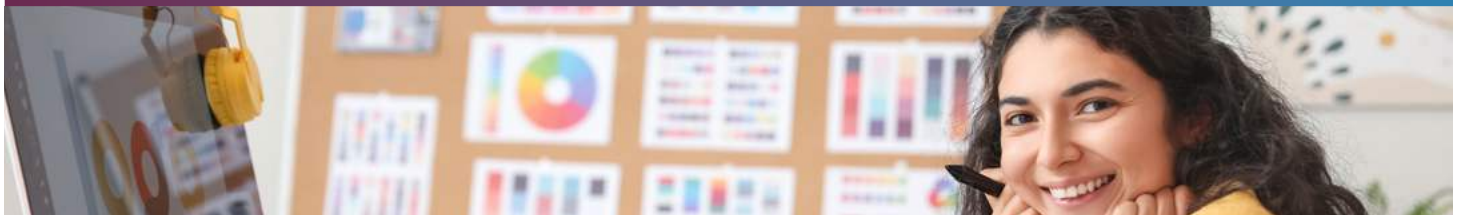
FEEDBACK

„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

otto group   ᛭ ᛭ ᛭   Handelsblatt   AKTION MENSCH   DAIMLER

BOSS HUGO BOSS   Douglas   CHECK24   adidas GROUP   Allianz ⑪

MEMBERSHIPS

Mitglied | Member 2014 GERMAN UPA Berufsverband der Deutschen Usability und User Experience Professionals

INTERACTION DESIGN FOUNDATION

kursfinder.de