



2 Tage

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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

Design process and Design principles

Usability principles

The convicence 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



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AGENDA

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

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



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AGENDA

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 through 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

On Campus Full-time

- Standard-Price: € 1.190,00
- Early Bird Fee: € 1.090,00
- Language: English
- Duration: 2 days | 7 h per day
- Min.Participants: 3
- Max.Participants: 12

Live Online Full-time

- Standard-Price: € 1.090,00
- Early Bird Fee: € 990,00
- Language: English
- Duration: 2 days | 7 h per day
- Min.Participants: 3
- Max.Participants: 12

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.

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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.

TRAINER



Martin Backers

UX Designer, Product Designer & -strategist, Innovation Consultant, Design Sprint & Design Thinking Expert

Martin is a passionate and award-winning designer (German Design Award), consultant, strategist and trainer with a focus on digital products from Berlin. His passion for design extends to all known (and unknown) forms of media. But his heart beats for good user experiences and innovative ideas. His wide-ranging experience of more than 15 years spans mobile apps, brand websites, augmented reality applications, B2B software, e-learning, in-car infotainment systems, music software and hardware, interfaces for museums, financial services, interactive installations and AI-based applications.



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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

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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CERTIFICATIONS



REVIEWS



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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 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

