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

On Campus Full-time
- Standard-Price: € 1.790,00
- Early Bird Fee: € 1.640,00
- Laguage: English
- Duration: 3 days | 7 h per day
- Min.Participants: 3
- Max.Participants: 12

Live Online Full-time
- Standard-Price: € 1.690,00
- Early Bird Fee: € 1.540,00
- Laguage: English
- Duration: 3 days | 7 h per day
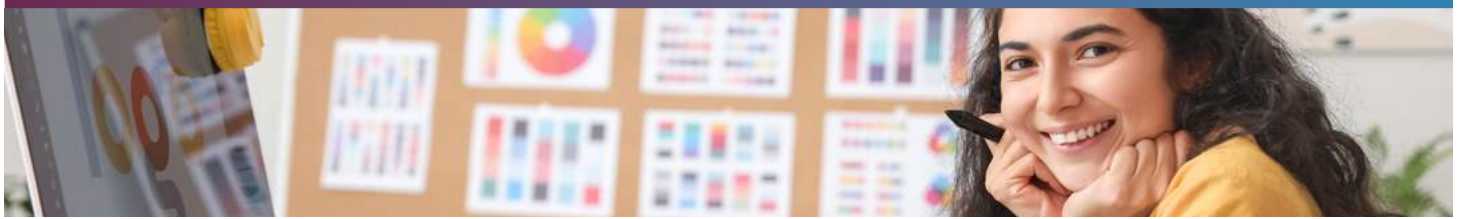- Min.Participants: 3
- Max.Participants: 12

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 Specialist"* by the XDi – Experience Design Institut.

Certified UX & Usability Specialist

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.

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 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

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

uXpa

GERMAN
UPA

REVIEWS

HIGHLY RECOMMENDED
f
★★★★★
5,0
Facebook Reviews

CUSTOMER SATISFACTION
G
★★★★★
4,9
Google Reviews

HIGHEST QUALITY
★★★★★
4,9
Kursfinder Reviews

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TESTIMONIALS

„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

REFERENCES

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

otto group   T   Handelsblatt   AKTION MENSCH   DAIMLER

BOSS HUGO BOSS   Douglas   CHECK24   adidas GROUP   Allianz

MEMBERSHIPS

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

INTERACTION DESIGN FOUNDATION

kursfinder.de