

4+ Weeks



Information Architecture & Interaction Design

Design & Information Management

Guided E-Learning Bootcamp with Mentor

XDi

Information Architecture & Interaction Design



DESCRIPTION

What to Expect

In this course, you will develop a comprehensive understanding of the theoretical fundamentals of information architecture and interaction design . Through hands-on projects, you gain experience in applying the key industry-specific principles and techniques that underpin excellent digital user experiences .

In the course, you will become familiar with industry-standard tools and best practices and use them in a targeted manner. You will build a compelling, professional portfolio that demonstrates your mastery of information architecture and interaction design principles . By the end of the course, you will be able to translate complex requirements into intuitive digital products that prioritize usability and increase user satisfaction and business success.

What You will Learn

This course will enable you to successfully develop actionable information architecture and interaction designs, the cornerstone of excellent digital user experiences.

You will learn how to implement comprehensive content strategies based on information architecture principles and practical user research and feedback . This includes, for example, the design of intuitive navigation systems, the creation of user-friendly and sitemap structures, the development of skills in sketching, wireframing and fast prototyping, as well as the mastery of frameworks in the field of responsive design.

All of this will enable you to engage users with a logical, structured, and relevant information architecture.

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DESCRIPTION

Who should Practice

- **Job seekers** who want to increase their chances in the labor market or qualify for a new job.
- **Career changers** who want to reorient themselves, improve their career prospects or advance their careers.
- **Young professionals** who have completed their school or vocational training, who want to prepare themselves for the future and successfully start their professional life or want to pursue a degree course.
- **People** who work or want to work in **companies, agencies and consultancies** on the development of **websites, apps and software**.
- People who are involved in **design, marketing, media, IT, management, advice** and **customer service** are on the move or want to be.
- **People** who specialize in information **architecture and interaction design** and want to acquire solid practical knowledge.

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CURRICULUM

Module 1- UX BASICS

Basics of User Experience and Usability

You will develop an understanding of the functional areas of usability and user experience and can define their terms, objectives and background.

UX Design Process and Methods

You will learn about the iterative UX design lifecycle – from research to validation in the context of other design processes. In addition, you will understand how this course fits into the overall UX process – from understanding users to delivering results.

Case Study on the Value of User Research

You will understand the value of user experience through case studies. You will examine how research results contribute to informed decision-making in the product design process and to the sustainable fulfillment of user requirements.

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CURRICULUM

Module 2 - INFORMATION ARCHITECTURE

Information Architecture and Site Maps

You will learn techniques for visualizing IA through site maps. You will develop content strategy practices such as content modeling, auditing, and governance to ensure IA integrity.

Design of Organizational Structures

You will master strategies for logical organization and categorization of content according to user mental models. You will also develop robust taxonomies, content hierarchies, and metadata frameworks to facilitate information discover.

Navigation, Wayfinding and User Flows

You will create seamless navigation systems. You will map optimal user flows and apply state-of-the-art digital navigation concepts to create intuitive user experiences that promote interaction and increase user satisfaction.

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CURRICULUM

Modul 3 - INTUITIVE INTERACTION DESIGN

Prototyping, Sketching and Process Flows

You will create and communicate design concepts through sketching and prototyping using industry-standard tools. They understand common UI design patterns and apply them as design building blocks..

Design Patterns & Microinteractions

You will immerse yourself in creating engaging micro-interactions that provide helpful and intuitive feedback. You will get to know established design patterns that ensure the use of interface components and at the same time promote creative innovation.

Evaluative Research and Testing

You will take an iterative and user-centric approach through continuous testing and refinement. You will conduct usability studies, obtain feedback, and revise designs to address changing user needs.

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CURRICULUM

Module 4 - RESPONSIVE DESIGN AND PRACTICAL APPLICATIONS

Mobile First Design

You will adopt a mobile-first mindset that focuses on optimizing mobile usage contexts as a design priority while scaling experiences for larger screens.

Responsive Designs

You will master techniques such as smooth grids, flexible layouts, and images to ensure ease of use and visual integrity across different screen sizes.

Conception & Design Artifacts

You will create comprehensive design artifacts to clearly communicate IA and translate interaction specifications for UX ideas into development reality.

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NUMBERS & FACTS

Language: English

Max. Participants: 12

Time: 4+ Weeks

Scope: 120 hours / 160 lessons

Expense: 10-40 per week

Price: € 2.440,00

Cancellation: Cancellation free of charge up to 14 days before start.

Satisfaction Guarantee: up to 14 days after the start without risk.

CERTIFICATE

For completing the seminar participants receive the certificate „*Information Architecture & Interaction Design*“ by the XDi – Experience Design Institut.

INCLUDED SERVICES

- International recognized certificate
- Practice with mentor
- Own project with portfolio
- Personalized mentoring
- 10 hours of video material
- High-quality training documents in digital form
- Numerous templates for daily work
- Loads of best practices and online resources
- Community for exchange and discussions with other participants
- Links, literature and tool-tips

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MENTOR



Christopher Leineweber

Lead Product Designer, Design Consultant & Lecturer

Christopher started his career as a UX designer in the agency environment, predominantly on Volkswagen as a client. After some time, he moved to the digital agency of Commerzbank. This was followed by a stopover at Dr. Oetker's Innovation Lab with a focus on design research and incubations. After that, he took care of a team of interdisciplinary Designer:innen in the startup of Deutsche Bank, until he was taken over by the group. For some time now, he has been working for Vanguard, the largest bond fund provider worldwide

MENTOR



Anke Friedrich

Communication Designer & Art Director

Anke Friedrich studied communication design at the Düsseldorf University of Applied Sciences and has been working as a permanent and freelance creative for various agencies in Germany since 2012. Her main interests lie in corporate and brand design, as well as in the UX/UI conception of digital products. In the past, she has also gained a lot of experience in the area of digitisation processes in packaging development. She always enjoys thinking outside the box in order to create the best possible, sustainable user experiences.

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MENTOR



Stefan Schmitt

Diplom-Designer, Systemic management coach, trainer, mentor, author and entrepreneur

Stefan is an experience designer, XD trainer and systemic management coach. He is a passionate designer and is always looking for ideas, ways and solutions to make the world a better place. He worked for almost 20 years as a freelance designer and consultant for international companies and agencies. In 2014 he founded the XDi – Experience Design Institute to help people create innovative, intelligent and people-friendly products, services and systems. Stefan has been practicing Zazen, Yoga and QiGong for about 20 years to make his life better, happier and more meaningful.

YOUR BENEFITS

- First-class instructors with a strong practical knowledge and extensive experience in the international context.
- Didactically prepared and creatively implemented learning content.
- Practically applied and solid theoretical knowledge
- Use the latest results of brain-research.
- Integrated coaching and mental training methods.
- Umfangreiche Seminarunterlagen mit vielen weiteren Tipps, Tricks & Links.
- Personal, informal handling.
- Recognized as educational leave.

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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TESTIMONIALS

„Even after several years of professional experience in UI/ UX design, I still wanted to expand my knowledge of UX research and UX analysis. Here I found the further training of the XDi much more extensive compared to other providers. And indeed, I was able to take away a lot of knowledge here and now feel much more confident in dealing with it.“

- **Katharina Kirschner**

„The seminar explains the connections between the different research and prototyping methods very clearly. All important methods are explained and supported by many exercises. The cheerful trainer created a good atmosphere.“ - **Andreas Lemburg**

„Excitingly prepared, well-founded and very comprehensible on the basis of practical examples. Stefan’s many years of experience offered me great added value, especially in the practical tasks and exercises. Not only for beginners.“ - **Christian Franke**

„Customer-focused work, isn’t that what we do? How far one’s own thoughts and actions are partly removed from it becomes clear in this seminar. The focus is not on the solution but on the customer’s needs. What would our persona do? What are the top tasks?“ - **Silke Thomas**

REFERENCES

Weitere Referenzen und Teilnehmerstimmen auf xd-i.com/referenzen

otto group



Handelsblatt



DAIMLER

BOSS
HUGO BOSS

Douglas

CHECK24

adidas
GROUP

Allianz

MEMBERSHIPS



INTERACTION DESIGN
FOUNDATION

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