



UX360° – Certified UX & Usability Expert



TOP
ANBIETER FÜR
WEITERBILDUNG
2026

XDi
Experience Design
Institut

FOCUS.DE/BUSINESS

Discover the world of UX design

Become in this UX Design course a certified User Experience Designer with us. Expand your expertise by developing skills in UX research, UX design, user interface design (UI), information design and information architecture. Learn live online or in person with first-class, experienced trainers and earn a state-recognized accredited certificate.

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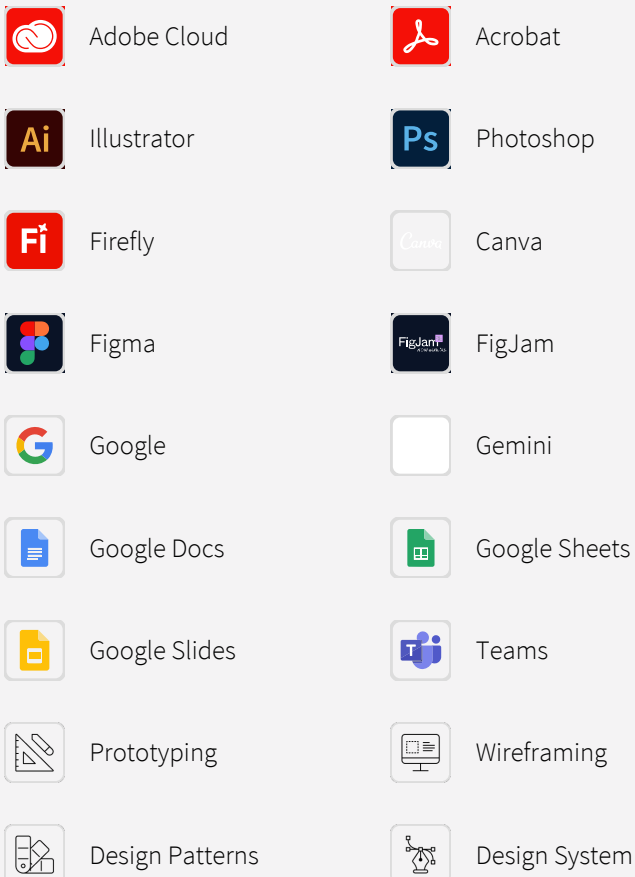
An overview of your career

Acquire sustainable knowledge and up-to-date UX design skills in a short time, focused on UX research, UX design, user interface design (UI), information design and information architecture. Learn from an industry expert alongside other professionals the exact skills you need for your daily work. Take the next career step and build solid, practical knowledge in .

Skills you'll master

- User Experience & Usability Basics
- User Research & Usability Testing
- Business & Product Strategy
- Product requirements & Scope
- Information Architecture & Navigation
- Interaction Design & Prototyping
- User Interface Design & Styleguide

Tools, techniques & methods



Details of your course



Format

Live Online



Duration

Vollzeit: 5 Tage

Teilzeit: 10 Wochen



Start

individuell nach Vereinbarung



Scope

Vollzeit: 7 h / Tag

Teilzeit: 4 h / Woche



Languages

English

German

Benefits of our Live Online



Relevant, practical skills

You'll apply up-to-date knowledge and sound theory in a practical way within an interactive, collaborative learning environment, and you'll have a blast learning.



First-class, experienced trainers

Our trainers are empathetic, pedagogically skilled industry experts with extensive international experience and a passion for teaching.



Access to extensive resources

By participating in the seminar, you will receive high-quality training materials, a comprehensive presentation, numerous templates, best practices, and many valuable tips.



State-recognized certificate

Upon successful completion of the seminar, you will receive an attractive certificate that is state-recognized, enhances your resume, and opens doors.



Networking in an exclusive community

Through the XDi community, you gain access to an exclusive platform that connects and engages you with other professionals, our alumni, and trainers.



Thousands of satisfied participants

We are a pioneer in digital transformation training across the German-speaking region and have already provided thousands of professionals with new skills.

Our course is suitable for the following people



Employed professionals

Specialists in their field who want to acquire urgently needed skills, advance their careers, or simply broaden their horizons.



Freelancers and self-employed professionals

Independent experts who continuously expand their knowledge and learn new techniques to remain competitive and successful in the market.



Leaders and decision-makers

Department, Team Leaders and Executives who want to maximize their potential and develop themselves and their teams to achieve success together.

CURRICULUM

What you will learn

Hands-on education in the skills of the future

In this UX design course, you will acquire the most important UX design skills based on a curriculum developed by industry experts. This training program includes industry-validated content and plenty of hands-on practice with real-world use cases.



Module 1

User experience and 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

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 und Fitts's law

Practice: Collaborative UX research for UX & usability basics

Module 2

User research & usability testing

Personas

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

Practice: Developing personas, presentation, feedback and discussion

Customer lifecycle

Customer lifecycle, task analysis & definition, cognitive task analysis, top tasks

Practice: Creating a customer lifecycle with top tasks, presentation, feedback and discussion

Customer journey and experience

Customer journey, service experience, touch points, experience mapping

User scenarios

User scenarios, use cases, use contexts

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

Competition and market analysis

Benchmarking, best practices, evaluation models, performance metrics

Product analysis

SUS System Usability Scale, Google heart framework, expert review/heuristic evaluation, content audit, online survey

Usability testing

First click testing, A/B testing, usability lab, remote testing, mouse tracking, eye tracking, retrospective Think Aloud

Practice: Implementing a live usability test for a selected application

Web analytics

Google Analytics, Adobe Analytics, Piwik Open Analytics ...

Module 3

Strategy, requirement & planning

Business strategy

Business goals, goal definition

Product strategy

Product vision, UX principles, mission statement, value proposition, business model, success criteria, ROI

(return on invest), KPIs (Key Performance Indicators), UX strategy

Practice: Developing a product strategy using the product vision board, presentation, feedback and discussion

Functional specification

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

Content strategy

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

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

Project planning & organization

Stakeholder management, agile & lean UX, design sprints

Module 4

Information architecture, navigation & flows

Informationsarchitektur & Sitemap

Information architecture, organization structures/schemata, sitemap, categorization and labeling, card sorting

Practice: Developing a information architecture using card sorting, presentation, feedback and discussion

Navigation & search

Navigation techniques, navigation logic and hierarchy, search, filters and sorting

Practice: Developing and (tree-)testing a navigation, presentation, feedback and discussion

Processes & flows

Process design, flow charts (user flows, screen flows), cores & paths

Module 5

Interaction Design

Sketches, scribbles & sketchnotes

Sketches, sketchnotes, stenciling, paper prototypes, paper cut-outs, design studio

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

Wireframes & prototypes

Atomic design, information design, wireframes, interactive prototypes

Practice: Selecting and refining sketches into wireframes (me-fi prototyping) with Figma, Balsamiq, Sketch and others

Interaction design & design patterns

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

Practice: Refining and implementing wireframes into interactive, click-able prototypes (hi-fi prototyping) with Figma, Axure, UXPin, Proto.io, Principle and others, presentation, feedback and discussion

Responsive design

Layout types (fixed, fluid, adaptive, responsive), design grids, break points, mobile first, workflow

Mobile design

Devices and operating systems, tips and tricks, gestures and interaction, animations and transitions

Module 6

User Interface Design & Styleguide

Styleguide & graphical elements

Corporate design, color palette, typography and fonts, UI patterns, graphical elements, layout grids, text and tonality, images, videos and sound, mood board

Practice: *Creating a mood board with imagery, color palette and font selection as design basis*

Screen design & animations

UI kits, animations, transitions, fadings, micro interactions

Design & UI trends

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

Also as in-house training available

Quickly acquire practical skills

Seminars for employees who want to acquire the necessary skills in a short period of time.

- ✓ Relevant topics for the future
- ✓ Hands-On Practice
- ✓ Exciting and interactive
- ✓ Modern learning methods
- ✓ Various types of funding



Your benefits

from attending an XDi seminar

Learn from experienced industry specialists and gain valuable knowledge and skills that you can apply directly in practice.



Close knowledge gaps and acquire new skills that you can immediately use in your professional life.



Advance your career, take on new responsibilities, and become a key player in your organization..



Apply your skills, continue developing, and achieve measurable results for yourself, your team, or your clients.



Stay up to date with the latest technologies and acquire skills that help you remain competitive.

What makes our UX design training

stand out compared to other providers



The truly valuable skills are taught

Many seminars teach outdated or irrelevant knowledge. At XDi, the focus is on high-quality content and up-to-date topics and techniques.



The seminars actually bring participants joy

Seminars are often dry, instructor-centered, and stiff. At XDi, seminars are interactive, engaging, and practical—and you can feel the difference.



Plenty of hands-on practice and personal interaction

Our seminars provide ample opportunity to apply what you've learned in practice, as well as to network and exchange ideas with other professionals.



Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects.



Officially recognized certificate

Upon completion of the training program, you will receive the „User Experience Designer“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



See for yourself!

Show more →



Anna Wunderle

"That was really great, useful and a lot of fun!
Thank you very much, Katya."



Christian Franke

"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."



5/5

Google



4,5/5

Trustpilot



4,9/5

Kursfinder



4,7/5

Career
Karma



4,9/5

Course
Report



4,7/5

SwitchUp

Our references

These companies are training their workforce with us and recruiting our students.

[See all our references →](#)

adidas

Allianz 

amazon 

 **ATRUVIA**



 **Bayer**

 **BOSCH**

DAIMLER

Deloitte.

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**Learn today
for the world of tomorrow**

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