



# Introduction to User Experience Design & Experience Thinking

Understand the value of experience thinking, its place in the product development process and how to successfully bring it into your organization. Discover how integrating a user centered approach will help you deliver more meaningful experiences.

## COURSE OPTIONS



Live Virtual  
1-Day



In-person  
1-Day



Self-paced

## WHAT YOU WILL LEARN...

- What user and customer experience encompasses
- The components of an effective UX research and design process
- How to leverage the UX design process to create remarkable experiences
- Techniques to balance business, customer, and user requirements
- Strategic experience thinking principles and best practices
- Hands-on experience utilizing UX processes

## WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for business analysts, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.

## COURSE OUTLINE

### INTRODUCTION

- Understanding user experience and usability
- Overview of user centered design elements
- Design processes: comparing Design Thinking, Lean UX, Agile UX and User Centered Design

### UX DESIGN & RESEARCH

- Understanding user research techniques
- UX design phases and how they relate
- Defining and measuring UX success metrics

### EXPERIENCE THINKING & RETURN ON INVESTMENT

- UX as a culture
- Hierarchy of product needs
- UX change management
- UX maturity in organizations

### KEY LEARNINGS

This course will help learners build a foundational understanding of essential processes, tools, and techniques needed to produce remarkable product and user experiences.

85%  
Theory

15%  
Practical

## CERTIFICATION

**Introduction to User Experience Design and Experience Thinking** is a course within the following certification streams if finished within two years of the initial course:



User Experience Designer



User Experience Researcher

## COURSE DETAILS

### DELIVERY OPTIONS

#### In-person or Live Online

1-day, 9:00am – 4:30pm

Course includes a one-hour lunch break.

#### Self-paced

A self-guided course at your own speed.

### COURSE MATERIALS

#### In-person

Participants receive a printed course booklet

[A laptop is not required for this course.](#)

#### Live Online and Self-paced

Access to our Learning Management System

### REGISTRATION

Visit our website for our prices and registration [www.akendi.com/ux-training](http://www.akendi.com/ux-training).

[Akendi reserves the right to cancel a scheduled training session up to five business days prior to the training if a minimum class size of four participants has not been attained.](#)

### LOCATIONS

In-person training courses are delivered in Toronto, Ottawa, and Montreal, CAN, and in London, UK.

Check our website for an up-to-date schedule.

Custom training with flexible locations are available upon request. Ask us for more details!

# Register today!

[www.akendi.com/ux-training](http://www.akendi.com/ux-training)

### CUSTOM TRAINING AVAILABLE

Akendi offers customised training courses designed to fit your organization's specific needs.

Contact us at [training@akendi.com](mailto:training@akendi.com) for more information.