



User Experience Research

Arm yourself with a robust research toolkit that will help you uncover deep behavioural insights on user needs and motivations.

Gain the necessary techniques to guide and positively impact the user experience of your mobile, web, or digital product designs.

COURSE OPTIONS



Live Virtual
1-Day



In-person
1-Day

WHAT YOU WILL LEARN...

- Customer and user experience research techniques
- Guidelines for creating an effective research approach
- Methods for collecting user and customer experience requirements
- How to focus research to guide experience design and development efforts
- Methods for planning effective research projects
- Hands-on experience utilizing UX research techniques

WHO SHOULD ATTEND?

Our courses are appropriate for anyone working in the creation of digital products who wants to learn about the process, tools and techniques to create successful user experiences. We assume little awareness of the user experience or usability field. The courses are not focussed on how to use specific software applications like Photoshop, XD, Figma or Axure.

COURSE OUTLINE

INTRODUCTION

- Introduction to customer and user experience research
- Reasons to conduct customer and user research
- When to do user research

REQUIREMENTS GATHERING TECHNIQUES

- Business strategy vs Experience strategy
- Customer personas and customer segmentation
- Customer experience research methods
- User experience research methods

USER EXPERIENCE RESEARCH INTEGRATION

- Research methods for task analysis, journey mapping and usability testing
- Selecting the right user experience research methods
- Planning for user experience research

COMMUNICATE YOUR FINDINGS

- Developing user personas and profiles
- Understanding usage scenarios and user stories

KEY LEARNINGS

Use the most appropriate research techniques to gain insights into your current offering, understand your users and make intelligent changes to your designs.

60%
Theory

40%
Practical

CERTIFICATION

Usability Testing 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.

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.

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

CUSTOM TRAINING AVAILABLE

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

Contact us at training@akendi.com for more information.