



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.

Our workshops, courses, and certifications teach processes and tactical skills for teams of 6 or more who want to elevate product delivery.

LOCATIONS

In-person training courses are delivered in your location. 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.