

AD-101

1-Day  
COURSE

# 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.

## 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

(This course is 85% theory, 15% practical)

### INTRODUCTION

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

### UX DESIGN & RESEARCH

- > 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

## 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  
RESEARCHER



USER EXPERIENCE  
DESIGNER

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

## COURSE DETAILS

### DURATION

1-day, 9:00am – 4:30pm

A full-day session with a one-hour lunch break.

### COURSE MATERIALS

Participants receive a printed course booklet including a visualization of Akendi's process.

A laptop is not required for this course.

### REGISTRATION COST

**1-day course:** \$675 CAD

**CXD or CXR Certification:** \$3095 CAD

Light breakfast, coffee and tea are provided.

Course cost is per person as stated plus tax. 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

Our training courses are delivered in Toronto, Ottawa, and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule: [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.

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