

UX Design & Testing Training Course



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According to industry research, an average user experience (UX) redesign project, can increase website performance by up to 80%. It's therefore not surprising that user centred design has fast become one of the key ingredients of successful digital projects.

Course Description

This one day course will give you the knowledge and motivation to apply UX design and testing principles to maximise the performance of your website, app or email newsletter.

But it's not all theory. We use lots of practical, real world, hands on exercises to help illustrate and apply user experience principles. We will also critique and re-design plenty of websites and emails (both desktop and mobile).

The User Experience Design and Testing course is ideal for anyone involved in creating or managing digital projects or digital assets, who want to better understand UX processes, techniques and roles.

Typical attendees include: project and web managers, graphic and web designers, copywriters, content editors, marketers, digital producers and account managers.

The course runs from 9.30 am to approximately 4.30 pm.

Setting The Scene And Defining UX

A brief history of UX and how it has evolved in web projects and teams

The UX landscape – the different team roles, and what parts each role plays

The key concepts relating to UX: users, goals and context of use

The power of articulating the user experience

Established models of the user experience

The understanding of i) Your business ii) Your user

Why UX Design Is So Important

Understanding the ROI of UX and what UX brings to the table

Selling in UX research to stakeholders or clients

Integrating UX into your organisational process

When to bring UX into the project lifecycle

Levels of organisational UX maturity

Design Theory Explained

Understanding cognitive theory and UX

Intuitive design. Following established conventions and when to go off-road

Fitts Law, Hicks law, the 80/20 principle and others

The Core UX Design Skills & Processes

The various disciplines & building a team

Content strategy. The why, when, and how of content production

Information architecture. Organising information appropriately for your user base

Interaction design. Creating the product blueprint

Visual & information design & the User Experience

Usability. The overarching 'ease of use'

"A highly professional company run by knowledgeable, friendly people"



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Our bespoke onsite courses run from 9:30am to 4:30pm with an hour for lunch. The trainer will arrive in time to check and help with your set up. If you need to amend these timings just let us know in advance and we will work around what suits you.

UX Research: Identifying & Understanding Your Users

- Balancing User & Business needs
- Empathy mapping
- User personas
- Usage context and device support
- User research with interviews

The Design (& Iterate) Phase

- Mapping journeys and storyboarding
- Responsive design and mobile first
- Interface design tools; sketching, wireframing & prototyping
- Creating pattern libraries and style-guides
- Workshop: Content design exercise

Measuring Success

- User testing (qualitative feedback), lab based, guerilla & remote
- Hardware and software used in UX research studies (eye tracking, mobile recording and others)
- Website/app tracking (quantitative feedback)
- A/B & multivariate testing
- When to use different methodologies

UX Clinic

Participants have the opportunity to bring project issues or questions to the table and discuss as a group, dive more deeply into certain areas, and gain clarification in their specific roles.

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