

UX Course & Certification

In this UX Course & Certification, students learn about all things UX and how to implement UX tools and methodologies to design great experiences. Through practical, hands-on activities and group exercises to accompany the latest theoretical insights, learn how to apply research and design methods to real world challenges.

Duration

3 days

Overview

Whether you want to sharpen your existing UX design skills or are new to the field, this course will accelerate your UX journey through providing group-based training and personal mentoring by one of Australia's top UX practitioners and trainers, Tania Lang.

Who is this course for?

Designers, project leaders, managers, developers, or anyone interested in learning about UX and how they can implement UX tools and techniques into their workplace.

What you get

- Comprehensive printed training workbook
- Hands on training via interactive exercises with attendees from other organisations
- Electronic templates you can use in your own organisation e.g. test consent forms, test plan template
- Morning tea, afternoon tea and lunch all three days
- Up to 1 hour of personal mentoring with Tania Lang, the trainer, to be conducted 1-3 months after training (via phone or in our offices)

Costs

- \$2,697 plus GST = \$2,966.70. 10% early bird and 4 for price of 3 group discounts also available
- Includes lunch, refreshments and all course materials including examples and templates that you can use in your own organisation

What will you learn?

Module 1: Introduction to UX design

- Different design approaches
- Overview of the user centred design process
- Return on investment of UX design
- UX versus UI – what's the difference

Module 2: User and business research

- Understanding your users
- Free and low-cost user research methods
- Traditional user research methods
- User task analysis
- Customer journey mapping
- Personas and scenarios
- Documenting requirements

Module 3: Collaborative design

- Design thinking & double diamond
- Service design
- Service blueprints
- How to run a collaborative design workshop to engage stakeholders or users
- Understanding user mental models
- Card sorting activities with users
- Facilitated versus remote card sorts
- Information architecture design including menu schemas
- How users navigate
- Crosslinking and avoiding dead ends

Module 4: User behaviour and design principles

- Chatbots & conversational interfaces – What do when stakeholders ask “We need a chatbot”
- Wireframes and prototypes
- Wireframe design tools and technologies



Module 4: continued

- Interaction design principles & usability heuristics
- Presentation design principles e.g. Gestalt theory, visual hierarchy etc.
- User confidence, trust and credibility
- Accessibility
- Writing effective content for the web, literacy and readability
- Forms and application design principles including input controls, dealing with data, error handling, progressive disclosure etc.
- Human cognition & design implications
- Rich Internet Applications and change blindness

Module 5: Usability testing

- What to test and when in the development lifecycle
- Where to test - field studies versus internal offices / meeting rooms versus usability laboratory
- Design a usability study and writing a test plan
- Recruiting test participants
- Moderating test sessions
- Tips and traps for successful usability tests
- Evaluating results
- Testing tools, technologies and logistics
- Communicating test results and convincing stakeholders

Module 6: Mobile & tablet UX

- Designing for tap
- Mobile design principles – what is different for mobile

- Mobile app versus mobile web
- Prototyping for mobile
- Testing mobile

Module 7: Maintaining and evolving your site or application

- Managing change
- Site maintenance
- Evolving your site after launch

Module 8: Implementing a UX approach in your organisation

- Selling the benefits of UX to stakeholders and sceptics in your organisation
- Integrating UX methods into existing development methodologies
- Lean UX and Agile

Module 9: Applying lessons learnt

- Finish the 3 day training with a knowledge sharing session with the trainer and other participants to apply what you have learnt and work through real problems you may be experiencing in your own workplace
- Optional assessment (if required for your workplace)

Post training follow up consultation and mentoring

Tania will be available for a 1 hour one-on-one personal consultation for each participant 1-3 months after the training to check on your progress, answer any questions you may have after training and to provide any further advice if required.

About the trainer

Tania Lang is founder and principal of PeakXD, a UX Brisbane based consultancy, which she founded in 2003. Tania has nearly 20 years' experience as a UX practitioner. She is a highly regarded and experienced trainer having delivered UX training to over 1500 participants both in Australia and Asia. She has also presented at several conferences including UX Australia. Tania has personally designed all training courses and interactive exercises.

"I loved the UX design course I completed, Tania was an amazing trainer and it was a very interactive learning environment. Highly recommend for all communication professionals, especially for those with a digital media focus."

- Stephanie Kay, Queensland Health

