Course Overview

Title: User Experience Certificate

Format: Live online (with an instructor)

Duration: 3 days

Commitment: 8 hours per day

Description: Embark on a comprehensive journey into the realm of User Experience (UX) with this expertly designed program. This course is not merely a theoretical exploration but a transformative experience, aimed at enhancing your ability to create user-centered designs. It will impact your professional capabilities by equipping you with the skills needed to effectively understand and meet user needs.

Learning Outcomes

Upon completion of the course, participants will:

- Understand the Fundamentals of UX Design: Gain a solid foundation in the principles of user experience design, including usability, interaction design, and user research.
- Develop User Research Skills: Learn techniques for conducting effective user research to gather insights into user behaviors, needs, and motivations.
- Master Wireframing and Prototyping: Acquire hands-on skills in creating wireframes and prototypes to visualize and test design concepts.
- Enhance Usability Testing Competence: Learn to conduct usability tests to evaluate the user experience of products or services and identify areas for improvement.
- Apply UX Design in Real-World Projects: Understand how to apply UX design principles to real-world projects, ensuring designs are user-centered and meet business goals.
- Earn a User Experience Certificate: Showcase your commitment and proficiency in UX design, enhancing your professional profile.

Certificate Details

- Issuance: Upon successful completion of exam.
- Display: Certificate can be added to your LinkedIn profile and shared with your network.

Course Modules

- Introduction to UX: Understand the key principles of user-centered design
- ISO 9241: Learn the multi-part standard covering ergonomics of human-computer interaction
- User Research: Know user research techniques such as contextual inquiry, ethnography, site visit
- Journey Maps: Build maps to understand the critical design paths in your user's experience
- Persona Creation: Create personas and other tools from user research data
- Assessing Usability: Measure and analyze usability in terms of effectiveness, efficiency, and satisfaction
- Information Architecture: Create a structured design flow of information through card sorting
- Interaction Design: Design user interface patterns based on the sequence of the user's tasks
- Mental Models: Understand how psychological models like eye tracking gaze patterns affect design
- Visual Design: Apply principles of visual design to create ideal page layouts and user interfaces
- Prototyping: Use iterative paper prototyping to get fast and actionable feedback from users
- Evaluation: Learn how to evaluate products through User Testing using the RITE Method
- Implementation: See how Lean UX methodology can be applied to various business processes
- Examination: A paper−based 60 min. 40 question multiple choice exam for the BCS User Experience Foundation Certificate.

Enrollment Details

- Start Date: See website for latest dates.
- Price: See website for updated pricing.
- Enrollment Link: Enroll Now - Begin Your UX Design Journey
- For discounts applicable to students, government employees, NGOs, and group purchases, please contact: hello@onoffgroup.com.

Testimonials

"The 3-day training was memorable and engaging because of the real-life topics and hands-on exercises. I'm excited to explore the world of human-centered design now

that I am UX certified. Thanks On-Off Group for offering this program! - Cyrel Labrador, Marketing Intelligence Associate, Meralco

FAQs

For answers to frequently asked questions about the course, including its content, suitability for beginners, completion time, and more, please visit our FAQ section on [our website](#).

Contact Information

For more information or inquiries about the course, please get in touch with us at hello@onoffgroup.com.