

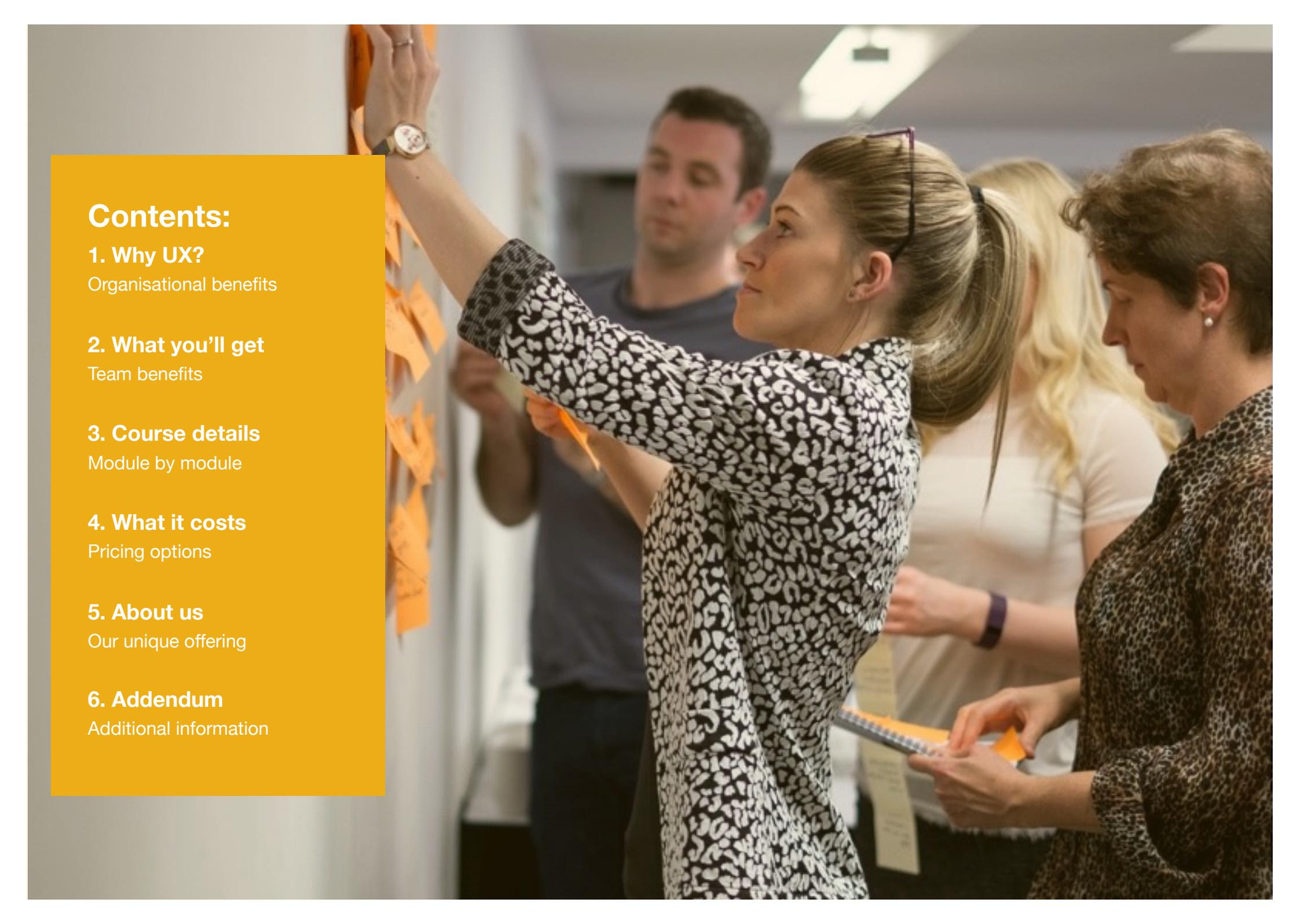




User Experience Training

A UX design training course for the Glasspaper training portfolio. Involving research, analysis, design, hands-on exercises, teamwork and collaboration.

glasspaper

A group of four people are gathered around a wall covered in orange sticky notes. A woman in the foreground, wearing a black and white patterned top, is reaching up to place a sticky note. Behind her, a man in a blue shirt is also looking at the notes. To the right, another woman with blonde hair is looking down at a notebook, and a woman in a dark patterned top is also looking at the notes. The setting appears to be a collaborative workspace or meeting room.

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1.0 Why user experience?

1. Why user experience?

Hugely successful firms like Amazon, Facebook and Google have brought user experience design (UX) into the mainstream. They invest heavily in their UX teams because they know two things.

First, that good design produces better quality software, and this is a source of **competitive advantage**. For example, the top 10 “UX leaders” listed on the S&P 500 - such as Apple - outperform the index by a factor of three.

And second, that UX-led projects are **better projects**. They avoid the most serious risks facing software development projects, such as poorly defined requirements, inaccurate estimates and user acceptance failure.

Consider these facts:

- UX can reduce post-launch support costs by 90%
- UX can reduce post-launch fixes by 25%
- UX can reduce development costs - 50% of coding time is spent on avoidable rework
- UX can increase the accuracy of estimates by 50%
- “Every \$1 invested in ease of use returns \$10 to \$100” - IBM



2.0 What you'll get

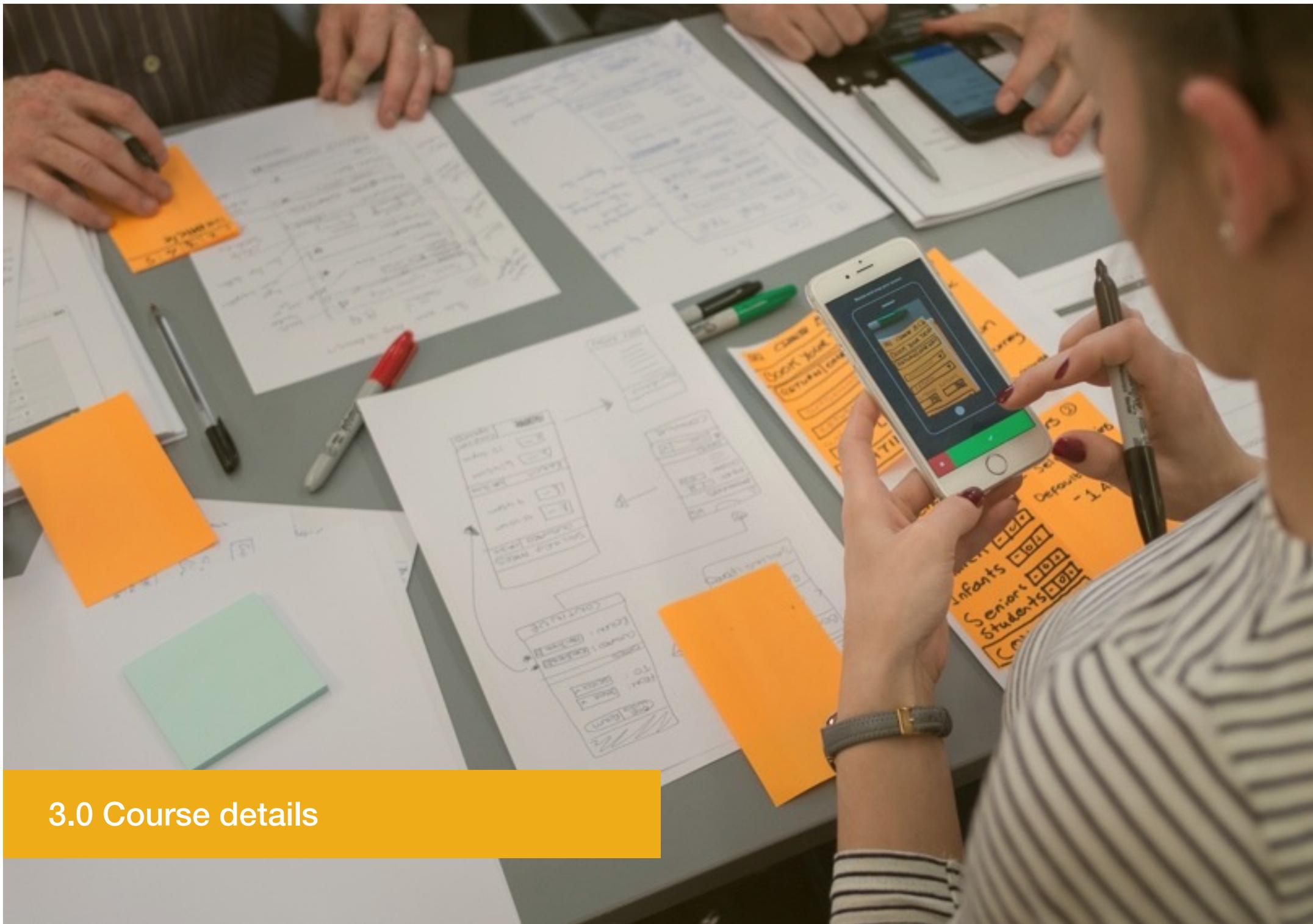
2. What you'll get

The goal of our training course is to help your teams learn more about this ground-breaking process. We want to build awareness, build confidence and build skills.

Particularly, we think your teams could benefit in the following ways:

Benefits

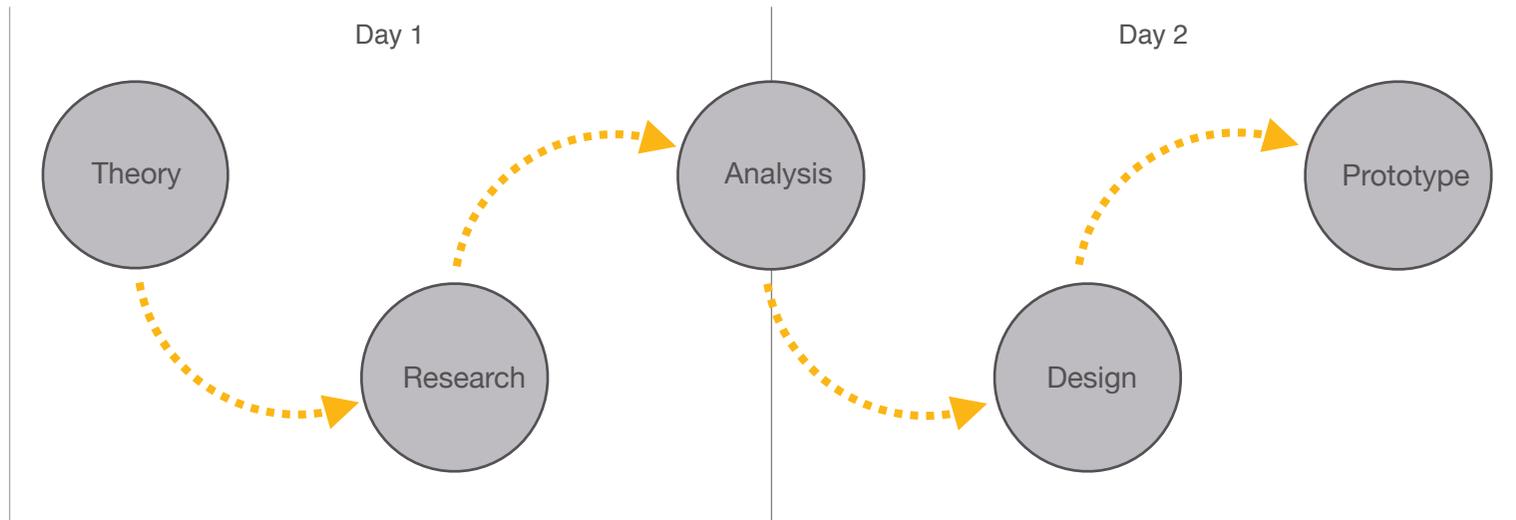
- Inside-out **knowledge** of UX design principles and techniques
- The language and **confidence** to verbalise UX concepts
- A better ability to see software products from the end-user's **perspective**
- An understanding of why UX matters and how it's relevant to your **customers**
- Learn through practice the most powerful UX **techniques**
- Develop a **mindset** for problem-solving using design thinking
- **Communicate** and collaborate effectively on projects
- **Learn** UX in a fun, engaging and stimulating environment



3.0 Course details

3.1 Our approach

We try hard to make our training course as realistic and practical as possible. The programme is structured to follow the lifecycle of a user experience project, using a real-world case study as the centrepiece. Every principle, concept and technique is brought to life with tangible examples and hands-on exercises.



3.2 Course content

Module 1: UX theory

An introduction to the theories, principles and philosophy of user experience.

What is user experience?

- User experience = problem-solving
- Functional, aesthetic and experience design
- The design process
- Organisational benefits of the process

Why technology is complicated

- Humans v. machines
- The danger of features

Classic software development mistakes

- Building features, not solving problems
- Taking shortcuts
- Failing to prioritise
- Failing to design in detail

What we need learn about our users

- Goals
- Behaviour
- Context

Module 2: Research techniques

How to plan and perform customer research to develop a deep understanding of your users.

What is research?

- Research = understanding user problems
- What works and what doesn't work
- Classic research mistakes to avoid

Research bias

- Types of bias
- How to avoid them

Qualitative research

- Usability testing
- Live usability test
- Customer interviews
- Planning your qualitative research

Quantitative research

- Card-sorting
- Online surveys

Module 3: Research analysis

How to synthesise your research data into actionable insights and design goals.

What is analysis?

- Analysis = defining user problems
- Triangulation and patterns
- Insight v. proof

Affinity diagrams

- Collaborative analysis
- The K-J Method

Personas

- The pitfalls of personas
- Personas v marketing segments
- Defining your personas

Customer journey maps

- The elements of a customer journey
- Plotting a customer journey
- Visualising your requirements

3.2 Course content (cont)

Module 4: Design

Solving the problem. From high-level flows to detailed designs and design principles.

Structure and organisation

- Conceptual models
- The concept of user flow
- Sitemaps and flow diagrams

Interaction design

- Controls, rules and feedback
- Classic design principles and techniques
- Sketching and wireframing

Designing for mobile

- Small screens and fat fingers
- Content v. navigation
- New navigation conventions

Lean UX and design sprints

- Organising your design sprint
- Design exercises
- Tips on facilitation

Module 5: Prototyping and testing

Validate your solutions and minimise risk with simple, fast and powerful prototyping techniques.

Planning your testing

- Profiling your users
- Recruiting your participants
- Creating a test script

Building your prototype

- Minimum viable prototype
- The best prototyping tools

The test setup

- Desktop testing: hardware and software
- Mobile testing: hardware and software

How to moderate a test

- Allowing participants to relax
- Giving instructions
- Open-ended questions

Important note:

As well as the content described on these pages, the programme includes **over 20 exercises**, specifically designed to help students learn more effectively.

Some are short and individual. Others are comprehensive and involve teamwork. All of them make the course more immersive and engaging.

3.3 Classroom setup

We believe in the power of collaborative design: teamwork produces the best work. To facilitate teamwork, we require the training room to be configured in a specific way. Students work at tables of three or four. Flat wall-space is required for sharing and displaying designs, and for using our “magic” whiteboards. Plenty of space must be available for teams to move about the room.

