

ON DEMAND | NO PRE-REQS

# User Experience On Demand

Learn the essential skills to design and prototype solutions in the digital age.

## OVERVIEW

A comprehensive foundation that equips students with the context, theory, tools, and practice to design and prototype solutions.

## IDEAL FOR

- New designers gaining foundational skills.
- Non-designers (e.g. engineer or product manager) adding a complementary skill.
- Onboarding or training teams.

## FEATURES

- ✓ World-class curriculum.
- ✓ Assessment and personal score report.
- ✓ Project-led experience.
- ✓ Access anywhere, anytime.

## TIMING

Estimated 29–44-hour program:

- 15 hours, 15-minute course content.
- 45-minute assessment.
- 10–20 hours of project work.

## CURRICULUM

5 Units | 29 Lessons

1. **User Research:** Conducting user research, competitive analysis, affinity mapping, defining your user's problem, creating personas.
2. **Information Architecture:** Information architecture, card sorting, designing intuitive navigation.
3. **Sketching and Wireframing:** Sketching and wireframing, wireflows and design tools.
4. **Prototyping and Testing:** Prototyping, usability testing, synthesizing and communicating test findings.
5. **Visual Design:** Essential concepts of design, color theory, typography for the web.

## ASSESSMENT

20 Questions; 45-Minute Time Limit

- User Experience Design Level 1 (UX1) assessment.



# Welcome to User Experience Design

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Get Started in User Experience Design

## Overview

Today, successful companies build reputations by creating intuitive experiences users love. Learning the foundations of user experience (UX) design will help you solve user problems, no matter your industry or organization. From research and ideation to prototyping and testing, this course will help you hone your design skills to become more customer-centric.

## By the end of the learning path, participants will be able to:

- Use user research to drive the UX design process.
- Identify your target user and competitors.
- Brainstorm through hand-drawn sketches.
- Build out ideas using paper prototypes and digital design tools, which you can test with your target audience.
- Leverage design patterns and conventions to strengthen your design.
- Create and test a clickable prototype.





# Unit 1: User Research

## User Research

Introducing User Research

Conducting User Research

Competitive Analysis

Affinity Mapping

Creating Personas

Defining Your User's Problem

## Project

Conduct user interviews, create a competitive analysis, and use affinity mapping to build a persona, and determine one or more associated problem statements.

## Overview

The best way to fix user problems is through better understanding their needs. In this unit, you will explore how to select the most appropriate research methods to understand your audience and conduct user interviews to solicit unbiased information.

### By the end of the sprint, participants will be able to:

- Apply best practices for creating a research plan and conducting user interviews.
- Articulate why and how to perform a competitive analysis of your product.
- Outline the process of affinity mapping and synthesizing user research.
- Define and create a persona based on user research data.
- Write effective problem statements and hypotheses, and brainstorm potential solutions.





## Unit 2: Information Architecture

### Information Architecture

Introducing Information Architecture

Information Architecture

Card Sorting

Designing Intuitive Navigation

### Project

Start creating a storyboard and building a user flow. Perform a card sort, reporting your findings and using the results to outline and digitize a sitemap.

### Overview

If you've ever tried to use a website or app and thought, "Where am I supposed to go next?", you are encountering an issue with information architecture. In this unit, you will discover how to create intuitive navigation by categorizing themes and visualizing information hierarchies.

### By the end of the sprint, participants will be able to:

- Discuss the role of information architecture in user experience design.
- Gain familiarity with common information architecture tools.
- Explain the role of card sorting in information architecture.
- Distinguish between open and closed card sorts and when to use each method.
- Conduct a card sorting exercise with users.
- Learn how to effectively lay out content and navigation schemes.





# Unit 3: Sketching and Wireframing

## Sketching and Wireframing

Introducing Sketching and Wireframing

Sketching and Wireframing Designs

Wireflows and Design Tools

## Project

Compile three digital wireframes, a picture of your wireflow sketched on paper, and a written brief describing your wireflow.

## Overview

Once you've organized, structured, and labeled the contents of a website or application, it's important to then communicate how users will interact with the product. In this unit, you will start communicating your ideas through drawing and making decisions regarding the position of content elements on a page.

## By the end of the sprint, participants will be able to:

- Identify the role sketching and wireframing play in the UX design process.
- Use the visual alphabet to communicate ideas through drawing.
- Create a wireframe with paper and pen (or pencil).
- Create a wireflow using design tools such as Sketch, Adobe XD, or Figma.





# Unit 4: Prototyping and Testing

## Prototyping and Testing

Introducing Prototyping and Testing

Prototyping

Usability Testing: The Basics

Synthesizing and Communicating Your Usability Test Findings

## Project

Create clickable prototypes, write task scenarios for your product, and report findings from your usability tests.

## Overview

With prototyping, we as UX designers can gather feedback early and often. In this unit, you will explore how to validate your assumptions and continuously unearth problems and opportunities within your designs.

## By the end of the sprint, participants will be able to:

- Discuss best practices for using prototypes.
- Create a prototype using InVision.
- Explain why usability testing is crucial to the design process.
- Prepare for and conduct a usability test.
- Analyze the results of usability tests to improve your products.
- Organize and present findings from a usability test.





# Unit 5: Visual Design

## Visual Design

Introducing Visual Design

Essential Concepts of Design

Color Theory

Typography for the Web

## Project

Improve your prototype by incorporating essential design elements, create color palettes for your design, and select an appropriate font based on context, desired feel, or brand guidelines.

## Overview

Visual design focuses on the aesthetics of a product with the aim of building user interest and trust. In this unit, you will learn how to strategically implement images, colors, fonts, and other visual design elements to enhance the function and experience of a product or service.

## By the end of the sprint, participants will be able to:

- Define the essential elements of design.
- Determine which design elements to use in order to enhance the look and feel of a product.
- Create color palettes for your design, considering global interpretations of colors.
- Use the color wheel to establish a color palette.
- Select an appropriate font based on context, desired feel, or brand guidelines.
- Source fonts and typefaces from type foundries.

