

# How to Win at UX

1 DAY | LIVE ONLINE OR IN PERSON

## PROGRAM GOAL

Level-set on the basics of user experience design and learn how to evaluate the experiences your brand is offering to users.

## LEARNING OBJECTIVES

By the end of the program, participants will be able to:

- Establish a shared definition of user experience
- Deconstruct an experience to evaluate how easy it is for users to accomplish basic tasks
- Conduct user research helps determine user needs and informs experience design
- Practice using tools for building and running tests with users

## MEASURING SUCCESS

% of Line Managers reporting increased fluency in UX terminology  
Increased adoption of user research to inform decisions

## AUDIENCE

- People who work with UX designers in developing products
- Teams seeking to establish a basic UX fluency

DAY 1	
9.00-10.30am	<b>What is UX?</b> Participants align on the principles of UX and learn how to deconstruct an experience to plan product improvements.
Break (15 min)	
10.45-12.30pm	<b>Getting to Know Your User</b> Participants learn how to conduct user-centric research and understand why this practice is critical in understanding how to deliver value to users.
Lunch (60 min)	
1.30-2.45pm	<b>From Research to Design</b> Participants review how to turn data into actionable insights that fuel the design process.
Break (15 min)	
3.00-4.30pm	<b>How to Build Great Tests</b> Participants learn how to test their assumptions early and often, in order to fuel the continuous development of digital products.
Bring It Home (30min)	

