

# **IIBA® International User Experience Design and Usability**

## **Description**

The UI/UX Design Specialization brings a design-centric approach to user interface and user experience design, and offers practical, skill-based instruction centered around a visual communications perspective, rather than on one focused on marketing or programming alone. In this sequence of four courses, you will summarize and demonstrate all stages of the UI/UX development process, from user research to defining a project's strategy, scope, and information architecture, to developing sitemaps and wireframes. You'll learn current best practices and conventions in UX design and apply them to create effective and compelling screen-based experiences for websites or apps.

User interface and user experience design is a high-demand field, but the skills and knowledge you will learn in this Specialization are applicable to a wide variety of careers, from marketing to web design to human-computer interaction.

## **Outline**

### **Foundation of User Experience**

- What is Usability?
- What is User Experience?
- Usability Problems are Everywhere
- Return on Investment of Usability Studies

### **User Experience Design Process**

#### **Strategy Layer**

- Defining the Strategy

- Defining Need
- Defining Users
- User Profiling
- Persona Workshops
- Definition of Mental Model
- Definition of User Scenarios
- Context Analysis

### **Scope Layer**

- Definition of Functional Requirements
- Use Cases
- Definition of Content Requirements

### **Structure Layer**

- Interaction Design
- Information Architecture
- Hypertext Editing
- Database-Based Editing
- Hierarchical Editing
- Narrow-Deep vs Broad-Shallow Editing

### **Skeleton Layer**

- Interface Design
- International Design Principles and Rules
- Low Fidelity Prototyping
- Wireframing
- Sketching
- Screen Mockups
- Storyboards
- High Fidelity Prototyping
- Widgets (Primary/Secondary, Windows, Message Boxes, Dialog Boxes, Tabs, Menus, Tools, Bars, Command Buttons, Option Buttons, Check Boxes, List Boxes, Text Boxes)
- Styles
- Command Lines
- Menu Selection
- Form-Fill
- Direct Manipulation

- Anthropomorphic
- Menu Design (Card Sorting)
- Navigation Design

**Visual Design**

- Psychological Principles
- Visual Design Principles