

# UI - User Interface & UX - User Experience

## Description

UI/UX training refers to a training process that aims to develop knowledge and skills in user experience (UX) and user interface (UI) design. User experience and user interface design are two important disciplines that focus on a user's interaction with a product or service to ensure that this interaction is user-friendly, effective and satisfying.

While UI designers plan how users will interact with the application and what the application will look like, User experience deals with understanding, planning, and optimizing the experience a user has throughout their interaction with a product or service.

### **Delegates will learn how to:**

- User Oriented Experience Design and Fundamentals of User Experience
- User Experience Design/ User Experience Design Process

### **Who Should Attend**

Business Analysts, System Analysts, Project Managers, Team Leaders / Managers and Institutional Architects,

Individuals Assuming the Role of Product Owner in Scrum Teams,

Those who want to improve their knowledge and increase business performance in the fields of Business Analysis and Project Scope Management,

Mid and Upper Level IT Managers who manage Business Analysis teams or Business Analysis processes

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## Outline

### **User Experience, Basic Concepts**

- The concept of user experience
- User experience design
- Visual thinking techniques
- Create a Journey Map

### **Introduction to User Experience Research and Techniques**

- User research and defining research questions
- Wiring diagram and relationship network
- Qualitative research techniques and methods of analysis
- Data collection techniques
- Contextual interview techniques
- Benchmarking: competitor analysis techniques
- Identifying and defining product value perception

### **Service Design**

- Basic principles of service design

- User-centered design
- Design thinking approach and techniques in service design
- What is a persona?
- How to create a persona? Behavioral designs of personas.

### **Information Architecture**

- Information architecture concept and creation techniques
- Information design and principles
- In-app orientation (Navigation)
- Prioritization and classification of information

### **Design System**

- Design system creation techniques
- User guide and interface kit management
- Interface design on common file
- Creation of design language and library

### **Visualization of the idea of user experience, interface elements**

- Visual representation of the project idea
- Project idea visualization techniques
- Basic design principles
- Interface graphic elements

### **The Importance and Effects of Color, Typography and Data Visualization in Interface Design**

- Basic typography concepts
- Principles and principles of typography
- -Use of typography in interface design
- Readability and legibility
- Color theory
- The effect and importance of color in design, usage criteria
- Color palette selection criteria

### **Prototyping**

- Classification of applications
- Types of technological devices and their interface features
- Information flow and management in digital applications
- Successful best practices from the industry
- Prototyping concept
- Types and applications of prototyping

### **Advanced Prototyping and Interface Animations**

- Classification of applications
- Types of technological devices and their interface features
- Information flow and management in digital applications
- Successful best practices from the industry
- Prototyping concept
- Types and applications of prototyping

## **Packaging and Optimization for the Development Phase**

- Interface optimization techniques
- Interface editing and packaging for development
- Export techniques
- Collecting and analyzing data from user experience metrics
- Evaluate the results of usability tests

## **Prerequisites**

There are no prerequisites.