

UI/UX: Data-Driven Design I Training

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

This advanced workshop combines traditional design approaches with data analytics to enable more effective and user-focused solutions. Over two days, you will reinforce theoretical knowledge with practical exercises, gaining the skills to analyze user behavior, extract insights from data, and transform these findings into design decisions. Through real project applications, you will learn how to integrate data-driven design methodologies into your workflow.

Audience

- UX/UI Designers
- Product Managers
- Digital Marketing Specialists
- Professionals seeking to integrate data analytics into design processes
- Creative industry professionals with basic design knowledge who want to make data-driven decisions in their careers

Outline

Analyzing User Behavior

- Measure user interactions with web analytics tools
- Analyze where users spend time and where they drop off
- Understand purchase journeys

Data-Driven Design Decisions

- Apply comparative testing methods to measure the impact of design changes
- Validate which design performs better with data

User Profiles and Visual Analysis

- Build detailed profiles using surveys and user activity tracking
- Identify strengths and weaknesses with heatmaps and user recordings

Personalized Experiences

- Design customized experiences for different user groups
- Measure the outcomes of these approaches
- Plan data collection processes and develop methodologies for testing design hypotheses

Performance Measurement and Presentation

- Create dashboards to track design performance
- Use data visualization tools to present findings effectively
- Present design recommendations to managers with data-driven arguments
- Calculate return on investment (ROI)

Real Project Applications

- Work on an e-commerce project to develop conversion rate optimization strategies
- Implement user experience improvements
- Measure the impact of changes on business results

Practical Application and Workflow Integration

- Integrate data-driven design methodologies into daily workflows
- Gain practical knowledge and skills applicable to real-life work scenarios

Prerequisites

There are no prerequisites.