User Experience (UX) fundamentals

Target Audience
- Professionals involved in defining, developing, testing and marketing Information Technology products for end users in all industries and for the consumer market

Course Duration:
- Two days for a maximum of 25 participants. If more participants, due to the participative nature of the training, the duration will increase appropriately

Course Content

Day 1 Morning Session
- **Module 1 – Understanding the Industry and Users of the product**
    - Understanding the Market, the Industry and the Users that are in it
    - Who is the user and what are the characteristics of the user
    - Examples of how User Experience or the lack of it has made products successful or to fail
    - How can we make it easy for the user – User Scenarios
    - Principles of Usability and UI guidelines for Client Server, Web, Mobile

Day 1 After lunch Session
- **Module 2 Understanding the end user and incorporating Usability in the PDLC**
    - Stated and unstated needs of the target user
    - Getting to know user needs better and in a professional way
    - Validating needs by early usability testing via use of prototypes
    - Usability in various stages of the Product Development Lifecycle

Day 2 Morning Session
- **Module 3 Interpreting usefulness of information received during Usability Testing**
    - Sifting information received from users
    - Translating user information to clear instructions for product developers and testers
    - Learning to balance user information with technology constraints
    - Methods to convert user need to features and plan in the roadmaps
    - Identifying possible error conditions and how to communicate the same via pop ups, status lines, icons etc

Day 2 After Lunch Session
- **Module 4 User centered design Vs User driven/Participatory design**
    - Models of usability in practice
    - Design from a user's perspective and validation
    - Enabling the user to be in control of design elements
    - Empowering user to be a collaborator in the design process