
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