



TrainSmart
Academy



CERTIFIED

UX / UI

PROFESSIONAL

"Certified UX UI Professional" Training Program



Course Objectives

This course will enable you to:

Our UI/UX Design Course has been designed for candidates who want to build a career in UI UX field. Our UI/UX Studio has been contributing to bring the change and culture in design education space. We have been part of design industry and engage in providing curated industry specific UX/UI Training. We have gained national recognition with trainings and workshops conducted for top Corporates across India. We also conduct 2-day workshops across India on UI UX for participants interested in entering this field or those who want to increase their knowledge and gain certification to move on to next level in their existing UX UI job. This program gives you all confidence and skills to achieve your goal of becoming great UI/UX Designers.

Credentials

- We have trained more than 2500+ participants across India for UI UX.
- We have conducted more than 100+ workshops for Corporates for training their employees in UI/UX.
- Our Trainers have more than 15+ Years of experience in area of UX UI

Method of Instruction

We use a Socratic method for training that involves a 100% hands-on workshop with interactive dialogues, role plays, case studies, debates, demos, Simulations and instructional games.

Who can attend?

- UI/UX Design Professionals
- Information Architects
- Graphics Designer
- Visual Designer
- Front End Developers
- UI Developer
- HTML Developers
- Interaction Designer
- UX Researcher
- UI Testing and QA professionals
- Software Developers
- Any graduate who wants to move into UI UX Roles Fresh Engineering/MBA Graduates



Course Outline

1 Introduction to UX (User Experience)

What is User Experience, Dynamic Nature of UX, Differences between UX and UI, Factors that Influence User Experience, Different Roles related to UX in Industry and Tools used for each role (Photoshop, Sketch, Illustrator, Flash)

- × UX Designer
- × UI Designer
- × Visual Designer
- × UI Developer
- × Interaction Designer
- × UX Researcher

2 Design Thinking in UX

What is Design Thinking, How Design Thinking plays a role in UI UX Design, Stanford's d-schools' Phases of Design Thinking:

- × Empathize
- × Define
- × Ideate
- × Prototype
- × Test

3

User-Centered Focus in Design

What is User-Centered Design? The process of User Centered Design (UCD) and Analysis (UCA) allows us as designers to understand the user problems and provide satisfying solutions to the users. We map the user's frustrations, likes, dislikes, environment and create a fulfilling solution.

- × UCD Process
- × Personas
- × Scenario Map
- × Customer Journey
- × Story Board
- × Use Case

4

Persona & Empathy Mapping

In design we interact with various users to understand the user problems. Persona's helps us to define an ideal user for our solution. This fictional user is culmination of all the User Research we performed on our target User. Empathy Mapping is the next step after creating Persona. We identify what the user thinks, feels, sees or hear. This gives us an in-depth analysis of users' behavior and environment.

5

UX Research methodology

What is UX Research? Why is UX Research Important? Qualitative Data and Quantitative Data used in UX Research

- × Types of Research Methods
- × Expert Review
- × User Interview
- × Surveys and E-mail Surveys
- × Few more methods covered

6

Usability Testing in UX Design

- × What is Usability Testing in UX Design?
- × How is Usability Testing carried out by UX designer?
- × A/B Testing (giving examples of how different companies like Google, Apple, Microsoft, Facebook carry out A/B Testing)
- × Case Study on Google Maps

7 Prototyping

As designs get finalized, we move to prototyping phase to create tap-able and clickable interactive prototypes to present to our stakeholders, customers and developers.

We help you understand what is a Prototype? How to create a Prototype? What interactions will you be showcasing in your prototype? What are your user flows? Benefits of Prototyping. Why prototyping needs to be an iterative process?

Fidelity of a Prototype

- × Low-Fidelity
- × Medium-Fidelity Prototypes
- × High-Fidelity Prototypes

8 Heuristic Evaluation

- × What is Heuristic Evaluation?
- × How to Conduct a Heuristic Evaluation?

9 Designing Websites/Apps

Websites are equally important as Apps. In website we have a large canvas and different guidelines to create engaging websites. We will help you learn how to create product websites which are interactive and engaging to end users.

10 UX Designer Skills

Going forward what skills do participants need to develop to become a good UX designer.

Note:

Various case studies and examples from live UX design scenarios will be used to conduct the exercises and class discussions.

- × Links to all Videos shown would be given to participants
- × Links to Top UX/UI Blogs would be given to participants
- × Soft Copy of UX/UI Book would be given to participants
- × List of books for further knowledge enhancement to be given

