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UX Awareness

Group Training

Training code	CGAUXAW-CE
Spoken Language	Dutch
Language Materials	English
Dayparts	2
Price	€850,00 excl. VAT No extra costs.

What is UX Awareness

To create a positive User Experience (UX) is the key to the success of a product. It pays off to give attention to all the aspects that influence the User Experience, to get the users satisfied and loyal towards the product or brand. Because: Who would want to give a product or service a second chance after a poor first experience? In this one-day practical training UX Awareness you get a solid foundation of:

- UX methods, tools and techniques.
- WCAG principles and guidelines for accessibility.
- Important insights about UX, UI and Agile.
- You learn to recognize UX bottlenecks and opportunities, and how you can collaborate (e.g. Agile Scrum) with UX colleagues.
- You will learn UX basics and best practices, how to analyse the market and you learn interview techniques and how to conduct interviews.
- You understand the value of adding UX elements to your product or service and learn different prototype techniques and which to use when.
- There is also much attention on how you create value after implementation with specific tips to evaluate and analyse your findings.

Who should attend UX Awareness

- Product Managers: Oversee product development and ensure UX principles are integrated into the product lifecycle.
- Starting UX Designers: Design user interfaces that are intuitive and meet user needs.
- Developers: Implement UX designs and ensure technical feasibility.
- Project Managers: Coordinate teams and manage projects with a focus on UX.
- Marketing Professionals: Gain insights into user behaviour and enhance customer engagement by improving UX.
- Business Analysts: Analyze user data to inform UX improvements.

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- Customer Support Managers: Enhance customer satisfaction by understanding UX principles.
- Entrepreneurs: Build user-friendly products from the ground up.
- Quality Assurance Testers: Test products for usability and ensure they meet UX standards.
- Agile Coaches: Guide teams in integrating UX practices within Agile frameworks.

Prerequisites

No prior UX experience is required.

Objectives

At the end of the training you will be able to:

- Understand the role and value of UX.
- Identify areas for improvement and translate these into ideas and plans.
- Implement UX steps with your team in (Agile) working methods.
- Use the correct methods, tools, and templates depending on the situation.

This training is interactive, and you will practice with assignments and examples from your own project or from those of other participants.

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