

UX Awareness

Group Training

Training code	CGAUXAW-CE
Spoken Language	Dutch
Language Materials	English
Dayparts	2
Price	€800,00 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 the product or service a second chance after a bad first experience?

In this one-day practical training UX Awareness you get a solid foundation of:

- UX methods, tools and techniques;
- WCAG 2.1 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

This training is suitable for anyone who designs services or products and wants to learn more about the basics of user-centred design, for example:

- Business analysts;
- (Starting) UX'ers;
- Web designers;
- Developers;
- Content writers.



Prerequisites

No prerequisites

During this training you need a laptop with access to internet.

Objectives

After this training you:

- Understand the role and value of UX;
- Know how to identify areas for improvement and can translate these into ideas and plans,
- Know how to implement the UX steps with your team in (Agile) working methods,
- Use the correct methods, tools and templates depending on the situation.

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

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