

[w]orkshop

User Experience Design

How to design products that are loved by users?

The User Experience Design training is a workshop in the form of a project hackathon. Participants will learn about the most important design tools used at various stages of the product development process and apply them in practice to develop a design for their own mHealth application. The training imparts knowledge, and teaches thinking about user needs, but above all, is an opportunity to go through the project stages and practically apply it under the guidance of a seasoned practitioner.

After the workshop, the participants will:

- understand the differences between UX, usability, and UI
- grasp the principles of UX design
- learn to match different design activities to the stage of the design process
- adopt the user's perspective through personas and user journey maps
- learn to tailor solutions to user needs
- learn how understanding the users' context can be translated into intuitive interactions
- find out techniques for engaging the team in sketching solutions
- learn to explain solutions by relating them to the needs of the target group
- find out how user testing can help them improve the product
- be able to list the benefits of user-oriented design
- understand how a UX designer can support work on the development of a digital product

Trainer



Iga Mościchowska

For over a dozen years, she has promoted the idea of user-centered design. She is a designer, researcher, and facilitator, as well as the founder of the postgraduate studies in UX & Product Design at AGH, and the co-author of the bestselling textbook "Research as the Basis of User Experience Design." Over the years, she has run a design and research studio working for clients such as eBay, Canal+, and KGHM. Her experience was recognized by Google, which invited her to be a mentor in the Google for Startup Accelerator program.

[UXD] User Experience Design

Training program

Duration: 2 days (on-site training)

Day 1 – Problem

- Introduction to user experience design
- Double Diamond process – case studies
- DISCOVERY: workshops as a method of cooperation within the project team
- Defining project requirements
- DEFINE: identification of user needs
- Methods of collecting needs and requirements
- Personas as a tool for building empathy towards users
- Mapping user experiences to uncover opportunities

Day 2 – Solution

- DEVELOP: Interaction modeling and information architecture
- User scenarios, job stories, and flows
- DEVELOP: Interface prototyping
- Best practices in sketching and prototyping interfaces
- Techniques for engaging the team in design
- DELIVER: Evaluating the usability of solutions
- How to draw insights from usability testing with users?
- Benefits of orienting the product toward user needs

Who is it for?

- Junior UX designers – will systematize knowledge and learn practical tips.
- Graphic designers – will understand how knowledge about users' needs can help in UI design.
- Business analysts and Product Owners – will learn how gathering user needs and applying design techniques leads to creating better products.
- Software developers – will discover how to suggest solutions that are good for users.

Contact us!



contact@ationcenter.com



+48 608 689 510