UX Design Bootcamp (Inactive)

In this intensive UX design class, you will learn the fundamentals of engaging with users, concept development, and prototyping. Through various methodologies and real-world projects, you will gain the skills to critically analyze and communicate your findings to a team and a real-world client.

Group classes in NYC and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.nobledesktop.com/classes/ux-design-bootcamp

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Course Outline

Section 1

Intersection of Design. Technology. Business.

- Through critical analysis understand how user experience as a field sits in the intersection of different areas of the product.
- What is the difference between User Experience Design and User Interface Design?
- Learn about heuristics and apply heuristic evaluation to various websites, including CNN.com and AirBnB.com.
- Competitive Research
- **Homework:** Think about your class project. Select a new business idea, a current project, or choose a sample project from class.

Section 2

Knowing Your User

- Learn how to structure and conduct user interviews to better identify the needs and current behaviors of the user.
- Understand how to engage the user to work through assumptions and preconceived notions that arise during the process.
- Write down assumptions for your class project.
- **Homework:** Interview 1–5 people about your project.

Section 3

User Research Through Interviews

- Review user research questions/review homework.
- Refine user interview questions.
- Interview classmates for your project.
- **Homework:** Continue to refine interview questions and research. Interview more people about your project.

Section 4

Refining User Research and Creating Personas
- Create user personas from the interviews to represent the goals and behaviors of the users within the system.
- Develop user scenarios to show when and how the user engages with the system.
- **Homework:** Begin to synthesize results of user research.

Section 5

Synthesis of User Research, Journey Maps, and User Flows
- Continue to synthesize results of user research to find patterns.
- Create a journey map for your project.
- Think through the different features of the system by building user flows.
- Take the written narrative to the next level through sketching and improvising using techniques such as storyboarding and bodystorming.
- **Homework:** Refine your user flows.

Section 6

Wireframing, Sketching, Prototyping
- Practice a sketching session for an existing website or mobile application of your choice. Start with sketching on a whiteboard or your notebook.
- Sketch wireframes for your class project.
- Learn the power of prototyping and testing an idea. Understand different methods of prototyping and their levels of fidelity.
- Discuss the motivation behind the prototyping such as newly discovered user goals, business needs and improved functionality.
- **Homework:** Finish prototyping your user flows.

Section 7

Prototyping & User Testing
- User testing methods and strategies.
- Do's and don'ts of user testing.
- Do a user test on your project with a classmate.
- Clearly list the assumptions and test your concepts. Work on multiple iterations of the prototype based on the test results.
- **Homework:** Test your prototype on 1–5 users.

Section 8

Iterating the Prototype and Further User Testing
- Report conclusions based on user testing.
- User testing reports.
- Rework the prototype based on user testing conclusions.
- **Homework:** Finish iterating the prototype based on user testing.

Section 9

Building a Case Study

- Finish clickable prototype.

- Case study examples as web pages and PDFs.

- Using a compilation of user research, prototypes, photographs, and user research, build your case study as either an HTML page or a PDF using the application of your choice.

Section 10

Final Project Presentation + the Business of UX Design

- Present class projects as case studies on-screen.

- Getting into the business: strategies and ideas.

- UX Resources