

UX Design in a Day

This UX class will provide an overview of the key concepts of user experience (UX) design. Class material will be a mix of lecture, discussion, industry examples, and classroom activities. You'll leave the class with a broad understanding of how UX designers work with other team members, fundamentals of the industry, and how designers move from research insights to design concepts.

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: <https://www.nobledesktop.com/classes/user-experience-design-in-a-day>



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Course Outline

What is UX and why is it important?

- Defining the roles: Freelance vs. Agency vs. Internal Product
- UX vs. UI: Defining the differences
- UX is an iterative process

Research

- What do we know?
- What is missing?
- Deliverables
 - Market Research
 - Competitive Analysis
 - Analytics
 - Stakeholder Interviews
 - User Interviews
 - Surveys

Product Requirements

- What do users need to accomplish and what features support these goals?
- How does Time, Budget + Resources affect what we are building?
- Deliverables
 - Task Analysis
 - Feature Set
 - Feature Prioritization

Information Architecture + Navigation

- How do we organize content?
- Deliverables
 - Sitemap
 - Taxonomy
 - Content Inventory

User Flows

- How do users move through the website / app to accomplish tasks?
- Which user flows do we create?
- How do user flows influence the interface design?

Sketching

- How do we turn ideas into designs?
- Focus on testing assumptions before moving to high-fidelity deliverables
- If the ideas don't work on paper, they won't work in high-fidelity digital

Wireframing

- Creating page level schematics that define the structure, hierarchy + scale of the interface
- What level of fidelity is appropriate?
- Creating an interface language or methodology
- What are some common programs used to create wireframes?

Prototyping

- What are the different types of prototypes and when is each used?
- What does a prototype accomplish? What does it not?
- What are some common programs used to create prototypes?

Usability Testing

- What are the different types of usability testing and when is each used?
- What does user feedback tell us and how does we incorporate it?

Development

- What types of development processes are there and how do they differ?
- When is each type of these development approaches appropriate?
- Processes
 - Agile
 - Lean
 - Waterfall

After Development

What's next?

Q&A