

# Introduction to Usability and User Experience (UX) («ERG»)

Learn how to take a methodical approach to improving the quality of the user experience – it ultimately determines whether a product or service will be successful.

**Duration:** 2 days

**Price:** 1'800.–

**Course documents:** Digicomp course material

## Content

There are many advantages to integrating the users of a product into the development process at an early stage. This applies equally to digital and analog products as well as to services.

In this course, you will get an overview of the process of **user-centered design** or **human-centered design** in order to benefit from the many advantages as a project team. You will get to know the basic terms and learn how the user experience can be methodically improved by means of a case study. You will also develop an eye for usability and learn what really matters to users.

This will lead you to develop products in the future that meet the needs and high expectations of all stakeholders.

### Day 1:

- Meaning of usability / user experience, history and terms.
- Getting to know human-centered models
- Case Study: phases «Analyzing» (context analysis) and «Designing» (personas, scenario, user story map)

### Day 2:

- Designing Products: Various laws, heuristics and principles
- Introduction to prototyping and usability testing
- Case Study: Phases «Visualizing» (Prototyping) and «Verifying» (Testing)

## Key Learnings

- Overview of the subject of usability and user experience
- Knowledge of the most important methods of User-Centered Design / Human-Centred Design
- Awareness that the topic of usability offers a lot of development potential even after the course has ended
- Knowledge of the approaches to human-centered design of products
- Knowledge of the most important terms and standards of usability
- Knowledge of the appropriate methods for conducting and evaluating usability tests
- Knowledge of the golden rules (Dos and Don'ts)
- Knowledge of the procedure to develop a new or existing idea into a user-friendly design concept with simple means
- Ability to implement usability tests to increase quality and reduce costs
- Ability to anchor (institutionalize) the principles learned in one's own development processes

## Methodology & didactics

The knowledge transfer takes place interactively and supported with videos, presentations, practical examples as well as group tasks.

## Target audience

This course is intended for people who are involved in the development of products, services or would like to develop in this direction, such as product owners, project managers, IT professionals, designers.

## Additional information

This course deals with the basics and the introduction to the topic of usability and UX using examples, exercises and tips. The topic of user interface design plays a major role for good usability, but is only lightly touched upon in the course, as a more in-depth discussion would require more time.

## Further courses

- [Preparation for Certified Professional for Usability and User Experience \(«UXQBK»\)](#)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-software-engineering/ux/course-introduction-to-usability-and-user-experience-ux](http://www.digicomp.ch/courses-software-engineering/ux/course-introduction-to-usability-and-user-experience-ux)