

User Experience Design & Research

LECTURER	Mike Feghali
DURATION	Mid-week days: 10am - 4pm, Evenings: 6-9pm, Saturdays: 9:30am-3:30pm
FEE	\$1950
VENUE	Billy Blue College of Design, 46-52 Mountain Street, Ultimo 2007
WEBSITE	www.billyblue.edu.au
COURSE OUTLINE	<p>User Experience (UX) professionals are fast becoming one of the most sought after individuals in the Digital Media industry. UX designers adopt user-centered methods and processes to design websites, apps and interfaces that are both intuitive and engaging to their users.</p> <p>You'll be shown industry best-practices and tools for researching, designing and testing websites.</p>
WHO SHOULD ATTEND	Anyone wanting to learn how to design a digital product that will provide the optimal experience for its user.
PREREQUISITES	Basic Computer/Internet skills with PC or Mac, working knowledge of graphical design tools such as Photoshop or Illustrator, basic Web design experience or skills.
WHAT TO BRING	USB, pen and notepad.
LECTURER'S BIOGRAPHY	<p>Mike Feghali has designed and architected some of Australia's best-known digital experiences with clients including Taste.com.au, MySchool, CBA, Westpac, Yahoo!7 and NRMA.</p> <p>He is a Director at Sydney-based UX consultancy Expiriti and specialises in improving human performance and customer engagement through the use of intuitive digital interfaces.</p> <p>For the last 5 years, Mike has lectured the next generation of experience designers at Billy Blue as part of the Bachelor of Applied Design degree. He holds a degree in Psychology from the University of Sydney and post-graduate qualifications in Electronic Commerce and Information Architecture.</p>

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COURSE CONTENT

The topics covered have been carefully designed to give you both the practical and theoretical skills to research, design and test a website that will be communicated to you as a brief at the beginning of the course.

INTRO TO UX DESIGN

- Introducing UX Design and its origins
- Industry overview
- Your brief for this course

RESEARCH & PLANNING

- Basic audience research and techniques
- Persona matrices and building user archetypes
- Customer Journey maps – identifying “experience gaps”
- Information Design research
- Interactive competitor analysis – using heuristic modeling
- User flows – “happy and unhappy paths” for your users

INTERACTION DESIGN

- Introduction to design frameworks and hierarchy
- Visual affordances and other key design principles
- Designing navigation systems
- Designing for Search and retrieval
- Modal windows and user flow
- Form design
- Logged-in Vs. Logged-out states
- Introduction to Axure – building interactive wireframes

USABILITY TESTING

- Introduction to usability testing – principles, benefits and industry overview
- Measuring the user experience: Quantitative and qualitative results
- Basic test planning and participant recruitment
- Developing a test script
- Demonstration and practical usability testing workshops
- Writing a usability test report

N.B. The focus of the course can change depending on the requirements and/or skill level of the class. Where possible requested topics will be included.

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COURSE OUTCOMES

At the end of this course you will be able to:

- Research and identify the user groups and archetypes that for a digital product
- Communicate design research in the form of Persona matrices and customer journey maps
- Design an intuitive navigation system with language that is relevant to the product's users
- Analyse and review the critical interactive components of a website
- Create wireframes that communicate screen design and functionality
- Build interactive prototypes that emulate the functionality of a finished digital product
- Plan and conduct usability testing

CONTACT

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