COURSE SYLLABUS

UX Design Foundations

Discover the essence of UX Design. From UX vs. UI to usability testing and prototyping, delve into the intricacies of user experience design. Gain practical skills in research, wireframing, and more. Elevate your design game with this comprehensive course.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/ux-design-foundations



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Course Outline

What is UX Design?

- UX Design vs. UI Design
- UX Design Principles

Disciplines in UX Design

Common UX Design Tools

What is UX Research?

- Iterative Design Process
- Research Methods

Product Requirements & Problem Definition

- User Needs vs. Business Needs
- Business Constraints
- What is an MVP?

What are UX Deliverables/Artifacts?

- 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 do time, budget, and resources affect what we are building?

Information Architecture + Navigation

Organizing Content

- Sitemap
- Taxonomy
- Content Inventory
- User Flows

Wireframing & Prototyping

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

- Define the structure, hierarchy, and 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?
- How do we test our prototypes?

Usability Testing

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

UX Design Documentation

Presenting UX Design Research