IIBA® INTERNATIONAL USER EXPERIENCE DESIGN AND USABILITY TRAINING
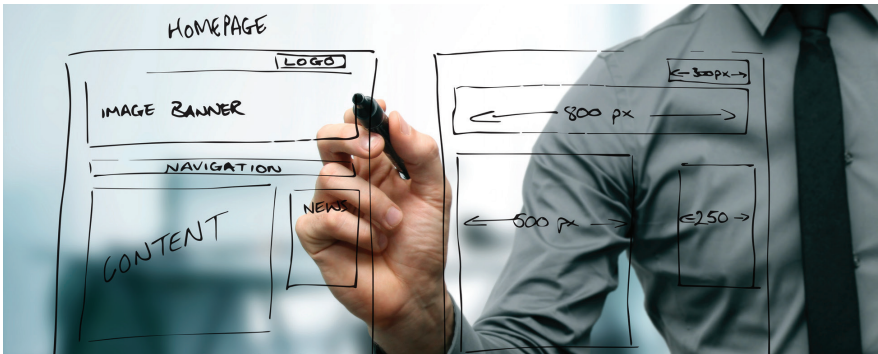

WHO SHOULD ATTEND

- Usability Specialists
- Business Analysts
- Web Designers
- Enterprise Architecture Specialists
- Software Architectures

COURSE CONTENT

2 DAYS   **14** CDU

Foundation of User Experience

- What is Usability?
- What is User Experience?
- Usability Problems are Everywhere
- Return on Investment of Usability Studies

User Experience Design Process

Strategy Layer

- Defining the Strategy
- Defining Need
- Defining Users
  - User Profiling
  - Persona Workshops
  - Definition of Mental Model
- Definition of User Scenarios
- Context Analysis

Scope Layer

- Definition of Functional Requirements
  - Use Cases
- Definition of Content Requirements

Structure Layer

- Interaction Design
- Information Architecture
  - Hypertext Editing
  - Database-Based Editing
  - Hierarchical Editing
  - Narrow-Deep vs Broad-Shallow Editing

Skeleton Layer

- Interface Design
  - International Design Principles and Rules

- Low Fidelity Prototyping
  > Wireframing
  > Sketching
  > Screen Mockups
  > Storyboards
- High Fidelity Prototyping
- Widgets (Primary/Secondary, Windows, Message Boxes, Dialog Boxes, Tabs, Menus, Tools, Bars, Command Buttons, Option Buttons, Check Boxes, List Boxes, Text Boxes)
  - Styles
    > Command Lines
    > Menu Selection
    > Form-Fill
    > Direct Manipulation
    > Anthropomorphic
    > Menu Design (Card Sorting)
- Navigation Design

Visual Design

- Psychological Principles
- Visual Design Principles

COURSE BENEFITS

- Developing the competencies related to User Experince Design with interactive and practical methods by the standards of IIBA (International Institute of Business Analysis) and UXPA (User Experience Professionals of Association)
- The ability to acquire practical knowledge and skills for the latest User Experience Design and Usability techniques and related methodologies through sample exercises during training.

You can reach the nearest training date and registration information by using QR code.