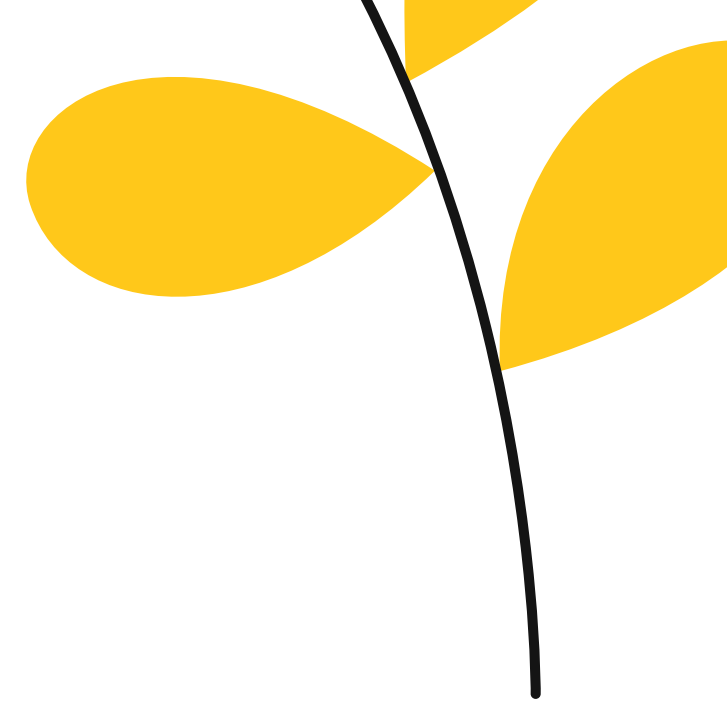


Product Design (UX)



What is Product Design(UI)

UX design, short for User Experience design, refers to the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between a user and a product. This product could be a website, a mobile application, software, or any other digital interface.

Course Content

Day 1: Introduction to UX Design

- Overview of UX Design: Definition, importance, and principles.
- User-Centered Design: Understanding users' needs and goals.
- UX vs UI: Key differences and complementary roles.

Day 2: User Research

- Introduction to User Research: Methods and techniques (surveys, interviews, observations).
- Persona Development: Creating user personas based on research insights.
- User Journey Mapping: Mapping user interactions and experiences.
- Hands-on Exercise: Conducting mock user interviews and creating personas.

Course Content

Day 3: Information Architecture

- Basics of Information Architecture: Structuring and organizing content.
- Card Sorting: Techniques and practical exercise.
- Navigation Design: Designing intuitive navigation systems.
- Wireframing: Introduction to wireframes and their role in UX design.

Day 4: Prototyping

- Introduction to Prototyping: Importance and types (low-fidelity vs high-fidelity).
- Tools for Prototyping: Overview of Sketch, Figma, Adobe XD, etc.
- Creating Low-Fidelity Prototypes: Hands-on session with paper or digital tools.
- Prototyping Best Practices: Iterative design process and user feedback.

Course Content

Day 5: Usability Testing

- Introduction to Usability Testing: Importance and objectives.
- Planning Usability Tests: Developing test scenarios and criteria.
- Conducting Usability Tests: Methods, tools, and practical exercises.

Day 6: Interaction Design

- Principles of Interaction Design: Creating engaging and intuitive interactions.
- Microinteractions: Enhancing user experience with subtle animations and feedback.
- Prototyping Interactions: Hands-on session with interactive prototypes.

Course Content

Day 7: UX Principle

- Practical Applications: Integrating UX principles into design projects.

Day 8: Practical session

Day 9: Practical session



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