



Școala
informală
de IT

UX Design – Curriculum

Școala Informală de IT

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Content:

1. Foundation of user experience
2. User experience in the digital age
3. History, trends, and challenges for UX
4. Understanding people
5. Generating ideas
6. Planning your research
7. Desk research
8. Qualitative research
9. Quantitative research
10. Harnessing your data
11. Personas
12. User scenarios and journeys
13. From data to design
14. Structure and organisation
15. Interfaces and navigation
16. Sketches, storyboards and wireframes
17. Designing for mobile
18. Mobile OS patterns
19. Lean UX and design sprints
20. Planning a test
21. Building a prototype
22. Usability testing
23. How to moderate a test
24. Practice, practice, practice
25. Preparing for getting your UX job



I. What is User Experience

1.1. Foundation of user experience

- Key terms defined, such as user experience (UX), usability, utility, usefulness, user centered design (UCD), human factors, human-computer interaction (HCI), user interface (UI)
- Design products around people, instead of teaching people how to use products
- What it means to do user experience design
- Usability, usefulness, utility, and user experience
- UX development life-cycle

1.2. User experience in the digital age

- Technology and complexity and usability
- What's wrong with software design
- Why UX became a necessity

1.3. History, trends, and challenges for UX

- Adaptive content and responsive web design
- Evaluating UX research, articles, and blogs
- Follow usability guidelines and best practices

II. Understanding people in order to improve your design & generating ideas

2.1. Understanding people

- Age and gender differences
- Goals, behaviours and context

2.2. Generating ideas

- Generating ideas based on user needs
- Ideation techniques (brainstorming, brainwriting...)
- Problem, Market, Product
- Evaluating solutions



III. Research techniques and knowing how, why and when to use each

3.1. Planning your research

- Decide what you need to know
- Hypothesis and assumptions
- Bias and how to avoid it
- Outsourcing or doing it yourself
- Know when to apply which research methods and how to use the data to improve design

3.2. Desk research

- Benchmarking and heuristics
- Testing your design remotely with people in their own home or office
- Task analysis
- Third party research

3.3. Qualitative research

- How to ask questions
- Interviews and observation
- Live usability test

3.4. Quantitative research

- Online surveys
- Card sorting
- Analytics
- What to measure with site analytics
- Reading the value of site metrics



IV. Research analysis and getting the most out of the research made

4.1. Harnessing your data

- The process of triangulation
- Identifying patterns
- Insight versus proof

4.2. Personas

- The elements of a persona
- The pitfalls of personas
- Personas v marketing segments

4.3. User scenarios and journeys

- How can scenarios aid the UX design process?
- Understanding scenario formats
- Creating scenarios
- Plotting a user journey
- Visualising your requirements

4.4. From data to design

- Defining your feature set
- Prioritising your features
- Lean UX and the Minimum Viable Product

V. Interaction design - building the best experience

5.1. Structure and organisation

- Mental models and concept models
- Information hierarchy and interaction flow
- Sitemaps and screen flows



5.2. Interfaces and navigation

- Focus on all levels of user interface from content to visual design
- Usability aspects
- Follow usability guidelines and best practices
- Conventions and design patterns
- Control, forgiveness and feedback

5.3. Sketches, storyboards and wireframes

- What are paper / digital sketches
- How to create them based on the accumulated research information
- Iteration
- What are storyboards?
- Storyboard techniques
- Creating storyboards
- Low fidelity wireframing
- High fidelity wireframing
- Tools for wireframing

5.4. Designing for mobile

- Mobile mindsets
- Content versus navigation
- Tap targets

5.5. Mobile OS patterns

- iOS Guidelines and particularities
- Android Guidelines and particularities
- Windows Guidelines and particularities

5.6. Lean UX and design sprints

- What is Lean UX
- Organising your sprint
- Tips on facilitation



VI. Prototyping

6.1. Planning a test

- Profiling your users
- Recruiting participants
- Creating a test script

6.2. Building a prototype

- Minimum viable prototype
- Prototyping tools - Building a prototype

6.3. Usability testing

- Plan and conduct a user test
- Stupid Reasons for Not A/ B testing
- Desktop testing: hardware and software
- Mobile testing: hardware and software
- Evaluating and documenting user testing results

6.4. How to moderate a test

- Allowing participants to relax
- Giving instructions
- Open-ended questions



VII. What next?

7.1. Practice, practice, practice

- How to stay UX fit
- Being effective as the sole UX person in a company or group
- Transitioning into a UX role
- UX degrees and certifications

7.2. Preparing for getting your UX job

- Prepare my portfolio and other tips
- What to mention in your CV / LinkedIn profile
- Commonly asked interview questions and answers
- Body Language and interview etiquette
- What questions to ask at the end of the interview to assess the hiring company