



Școala
informală
de IT

UX Digital Product Design

Curriculum

Școala Informală de IT

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Content

1. Introduction in UX and Product Design

- Setup the course context
- Foundation of User Experience
- Where can User Experience help me?
- History, challenges of UX and trends
- Roles and interactions inside a product team
- Understanding people

2. Ideation and validation techniques

- The business perspective (*high level concepts to help you better understand the business perspective of a product*)
- Generating ideas and brainstorming
- The ideation process
- Types of user research
 - Market / Desk research
 - Industry research
 - Business models
 - Ethnography and observing people
 - Qualitative research
 - Quantitative research
- Using the data collected in research
- Creating personas



3. UX and usability

- User scenarios and user journeys
- Structure and organisation
- Designing flows and test them
- The ability and the importance of collecting feedback
- Creating sketches
- Creating wireframes
- Usability guidelines and examples
 - The on boarding process of an application
(how important is to create engagement with your users from the early stages)
 - UX in e-Commerce
 - Checkout examples
 - Case studies of major players on the market (AirBnb, Booking etc)

4. Prototypes and testing

- What is a design sprint (*introduction and process analysis*)
- Building a prototype
- What metrics to follow (*overview and most used metrics*)
- User testing examples
 - A/B testing
 - Guerilla testing
 - 5 seconds test
 - Other quantitative testing examples
 - User testing tools



5. Conclusion

- Practice in UX Design
- Your product
- Preparing for getting a UX job
- Best practices in UX and trends for the upcoming years
- Your final presentation