![Future Learn logo]

Certificate of Achievement

Shivraj Kote

has completed the following course:

DIGITAL SKILLS: USER EXPERIENCE
ACCENTURE

This online course provided an introduction to user experience (UX) and explained why UX is important in this ever-evolving digital world.
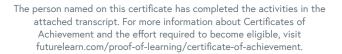
3 weeks, 2 hours per week

[signature]

Camilla Drejer
Managing Director for UKI Responsible Business & Citizenship
Accenture

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In association with

CPD CERTIFIED
The CPD Certification Service

accenture

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has completed the following course:

DIGITAL SKILLS: USER EXPERIENCE
ACCENTURE

100%
OVERALL
SCORE

User experience, known as UX, makes a huge difference to whether a digital product or project succeeds. This course described what UX is and the impact it can have on a business. It explored the foundations of UX design and the design process: design, develop and release. Information architecture was explained in addition to the different UX techniques you can use to test and develop your designs, so that they're ready to release to the market.

STUDY REQUIREMENT
3 weeks, 2 hours per week

LEARNING OUTCOMES
• Describe what user experience (UX) is and why it is important
• Explain the foundations of UX design and the impact it can have on your business
• Identify the key approach, attitude and process elements which are necessary for UX design
• Describe the 'design', 'develop' and 'release' stage of the UX process and what 'user journeys' are
• Identify the concepts of information architecture and the importance of good structure for usability
• Identify the concepts and explain reasons for creating prototypes
• Explain the how and why of drawing wireframes, the importance of low-to-high detail and the benefits of interactive prototypes

SYLLABUS
Week 1: Why is user experience important?

• The foundations of UX design
• What is 'good usability'?

Week 2: User experience basics

• The importance of user research
• User journeys
• Visual design
• Structuring your site
• Wireframes and interactive prototypes

Week 3: Tools and testing

• Types of user testing
• Interaction design
• The importance of analysing data

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