

Welcome to Course 1



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Foundations of User Experience Design

Welcome to Foundations of User Experience Design, the first of seven courses in the Google UX Design Certificate. We're excited you're here!

In this course, you will be introduced to the field of user experience and will start to understand its importance for consumers and businesses. We'll start with the basics and help you master foundational UX design concepts like user-centered design, the design process, and designing with equity and accessibility in mind. You'll also explore common job responsibilities of entry-level UX designers, so you can begin to envision yourself in your future job.

Each course of this certificate program is broken into weeks. You can complete courses at your own pace, but the weekly breakdowns are designed to help you finish the entire Google UX Design Certificate in about six months.

What's to come? Here's a quick overview of the real world skills you'll learn in each week of this first course.

Week 1: Introducing user experience design. You'll start to explore the world of UX and the factors that contribute to great user experience designs in mobile apps, websites, and other products. You'll understand the responsibilities of UX designers and teams that UX designers often work with. You'll also explore job opportunities and career paths that will be available to you upon your completion of this certificate program.

Week 2: Getting to know common terms, tools, and frameworks in UX design. UX designers always put the user first. In this part of the course, you'll be introduced to user-centered design and other common frameworks that UX designers use on-the-job, like the design process and the five elements of UX design. You'll also learn about the importance of equity and accessibility when designing. In addition, you'll learn how to think across platforms to design seamless user experiences.

Week 3: Joining design sprints. UX designers often host design sprints to define the direction of a product. You'll learn about the phases of a design sprint and how to plan and participate in one. You'll also learn about retrospectives, which is a way to constructively reflect on a design sprint and improve next time.

Week 4: Integrating research into the design process. As a UX designer, it's your job to put the user front-and-center in everything you do. In this part of the course, you'll explore the role of research in the design process to help you empathize with users. You'll also learn about the benefits and drawbacks of common UX research methods. And, you'll identify and account for biases that can arise when conducting research.

So what are you waiting for? Move on to the next course item to continue with the first course of the certificate program!

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