

## Introduction to UX Design

Learn more about the design thinking process and how to apply it to real-world problems.

- Introduction to design thinking
- The design thinking process
- Design challenge introduction

### Module 2 - Week 1

#### User research

How do we perform research? Learn how to find users and conduct user interviews to define the problem and build a persona for your product.

- Introduction to user research
- Writing a user interview script
- Finding users to talk to
- Affinity mapping
- Personas

### Module 3 - Week 2

#### Ideation

Learn how to use various ideation techniques like brainstorming, lightning demos, and mind maps to generate ideas, evaluate products, and create potential solutions to your problem to solve.

- Worked examples
- Problem statements and brainstorming
- Problem statements
- Lightning demos
- Brainstorming

### Module 4 - Week 2

#### Sketching and wireframing

Learn visual design fundamentals and create a lo-fi sketch of your solution using Whimsical.

- Worked examples
- Introduction to sketching & wireframing
- Sketching principles
- Practicing sketching
- Creating wireframes with Whimsical

### Module 5 - Week 3

#### Prototyping

Learn how to validate your designs by creating prototypes and performing usability testing with potential users of your product.

- Worked examples
- Introduction to prototyping
- Prototyping
- Usability test planning
- Usability testing

### Module 6 - Week 3

First Project and Portfolio building

Learn about what it's like to work as a UX Designer and start building your portfolio

- Module 5 (previous module) worked examples
- Working as a UX designer
- Building your portfolio

### Module 7 - Week 4

Figma

Learn the basics of operating Figma, how to use its most common features, and how to create wireframes using this tool.

- The basics of Figma
- Designing with Figma
- Using components and variants • Prototyping

### Module 8 - Week 5

Introduction to visual design

Learn the basics of visual design, how to space elements, how to use icons, and how to create a mood board for your project.

- Visual design artifacts
- Visual design hierarchy
- Spacing
- Iconography
- Mood boards

### Module 9 - Week 6

Typography

Learn the basics, typefaces, what makes something readable, and how to choose fonts.

- Intro to typography • Typefaces
- Legibility and readability
- Choosing fonts

### Module 10 - Week 7

Colours

Colour helps us make designs more interesting, pleasing, and usable. Learn colour theory and how to apply it to your designs.

- Colour psychology
- Colour attributes
- Choosing colours
- Applying colours to UI
- Colour accessibility

#### Module 11 - Week 8

##### Consistent and scalable designs

Create effective style guides and design systems, and learn how to collaborate with other departments.

- Style guides
- Dev handoff
- Design systems
- Working with others

Final project 1

Final project 2

#### Module 12 – Week 9 Sharing your work

Learn about different ways to build your portfolio and demonstrating your expertise through a case study.

- Creating a portfolio
- Case studies
- Writing your case study