DESIGN THINKING IN UIUX AND WEBAPP DEVELOPMENT

16-HOURS CLASS

The course is designed for those who wish to gain an understanding and skillset of UX/UI in the context of web programming, design-thinking, and computational thinking in the era of web 3.0.

It is a four-week course encompassing comprehensive training in data-driven user interface (UI) and user experience (UX) design, integrating web development. We provide practical, skill-based instruction that emphasizes visual and web communication rather than marketing or programming alone, and emphasizes a data-driven approach to user interface (UI) and user experience (UX) design. At the end of the course, students will be able to perform the following tasks as a result of practical hands-on learning and case studies used in business industries:

- Develop an eye for design; designer and a strategic mindset, as well as data-driven and actionable goals within the corporate context.
- Obtaining skills in identifying own business goals, developing strategies, and preparing an action plan for business innovation in alignment with web 3.0 and web development.

Course Fee: HKD32,000

Duration: please refer to the latest schedule on the website of RTTP (Registered Public Courses)

Key Topic Highlights:

Obtain a web 3.0-strategic and design-thinking mindset and understand how to bridge UX and UI

- Understand 5 Stages in the Design Thinking Process: empathise, define, ideate, prototype and test, and cultivate the pro designer mindset that put design as a problem solving tool
- Achieve a deep understanding of the entire life-cycle of design - the process, purpose, and the tools
- Learn the basics of HCI (human-computer interaction) and the psychology behind user decision-making with Data science's aids
- Incorporate design thinking processes and UX/UI tools with Web 3.0 as a strategic approach
- To gain a deeper understanding of how web 3.0 can help different industries and where the UX and UI skills fit within this spectrum of opportunities

Learn the Information Architecture (IA) to enhance the website content and wireframes to prototypes, as well as to improve with strategies

- Learn the difference between native apps and websites, agile and waterfall approaches, user personas and site personas, UX/UI and Graphical user interface (GUI)
- Learn user testing, the experience maps depict user interaction and develop metrics

- Learn the interface concept ideation and ideation techniques, as well as the alternatives ideation techniques to try
- Achieve a deep understanding in Information Architecture (IA), as well as to organize and structure information to improve findability and discoverability - Achieve a deep understanding in where wireframes to prototyping fits in the User-Centered Design (UCD) process and ultilize UCD in corporate perspective

Master the UX/UI to different projects

- Learn the different web technologies that make the web work, such as HTML, CSS, GitHub, Bootstrap, JavaScript, server-side coding, and databases
- Utilizing Figma to create wireframes and website flows, which includes fine-tuning UI design, prototyping, and managing collaborative design systems.
- Assess business opportunities aligned with web 3.0 by applying Design Thinking and Computational Thinking - To demonstrate the learning outcomes of the course, develop strategies and action plans to address opportunities in one's own business

Who is it for? Anyone who involve and contribute to their organization's diigital transformation project with the latest technology are welcome to join.

66,000 NEW TECHNOLOGY AND DATA SCIENCE JOBS WILL BE CREATED BY 2030.

Source: Financial Times