



# UX DESIGN WORKSHOP

*Syllabus*

## Introduction

Take a moment to think about your favorite website, mobile app or electronic device. What makes you love it? Well the odds are, a User Experience (UX) designer spent hours researching and designing it so you have a seamless experience. UX design is a combination of tools, methods, and frameworks with which you can solve design problems in a methodical way while focusing on the users of a product or service.

Learning UX Design is perhaps the best career investment you can make right now. As technology becomes more complex, more companies will need UX designers to create simple, impactful, and delightful customer experiences. CNN [predicts](#) that UX Design jobs will grow at 22% between now and 2020, with over 2 million new jobs being created.

**Springboard's UX Design Workshop** is an online course where you will learn the basics of UX and user-centered design - including the research techniques professionals use to gain customer insight. The objective of the course is to emphasize learning by doing and help you build a portfolio as you learn. We also interleave industry insights with learning material for wider context and awareness.

## How It Works

When you enroll in this course,

- You will get a high-quality online curriculum, which contains the best UX Design resources hand-picked from the web and structured into a logical curriculum by a UX expert.
- Your Student Advisor will support you through the course based on your learning objectives, and find the best 1-1 mentor match for you.
- As you work through the curriculum and projects at your own pace, you will have 1-1 video calls with your mentor every week. You can ask them questions about the curriculum, get project feedback or career advice.

- In addition to your weekly mentor calls, you'll have access to weekly live Office Hours and an exclusive community of mentors and students for discussions with the broader community.
- Once you finish the course material and submit the Capstone Project, you will get a Certificate of Completion.

## Syllabus

Each module will cover a key aspect of UX Design and have a combination of materials: lectures, theory, projects, and optional materials. The recommended time allocation is based on a total of 85+ hours of work, and can be scaled according to student needs.

### *Introduction to UX Design (2.5+ hours)*

User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products.

#### **Topics Covered:**

1. What is User Experience?
2. The distinction between UX and UI.
3. UX Designers in the field.

### *User-Centered Design Process and Design Thinking (3+ hours)*

User Centered Design refers to the process of identifying and prioritizing the needs, wants, and limitations of end users of a product, service, or process at each stage of design. Design Thinking involves the practice of empathy - keeping the user in mind throughout the entire process of interviewing, sketching and paper prototyping.

#### **Topics Covered:**

1. The *user-centered design* process and its benefits.

2. Incorporating empathy into the design process.

## **User Research and Personas (18+ hours)**

Research is the core of a User Centered Design process. User Centered Design is the application of thinking about the user's point of view to solve a problem.

Personas are a realistic (from research) representation of a collection of specific user characteristics.

### **Topics covered:**

1. Developing a user-research plan.
2. Various user research techniques - primary vs. secondary, quantitative vs. qualitative.
3. Analyzing usability heuristics
4. Creating effective personas.
5. Empathy mapping to bridge the gap between personas and design concepts.
6. Creating scenarios and storyboards to creatively communicate how users interact with the product.
7. Optional reading: collaborative research, one-page user research plan, moodboards for web-designers

## **Lean UX (3+ hours)**

Lean UX is a business strategy which incorporates fundamental UX principles into swift cycles of design, prototyping and validation. This involves using MVPs (Minimum Viable Product) to validate product hypotheses and user stories to capture a description of a feature from a user's perspective.

### **Topics covered:**

1. What is an MVP?
2. Creating and implementing user stories.

## ***Content Strategy (12+ hours)***

Content strategy includes planning for all content, not only copy, including images, videos and PDFs. Here you will learn how to analyze, prioritize, and think strategically about content to create better user experiences.

### **Topics Covered:**

1. Creating an effective content strategy for a website.
2. Foundations of Information Architecture (IA).
3. Designing user flows.
4. Conducting a card sort.
5. Creating sitemaps and user flows using Draw.io.
6. Optional tutorials: Intro to popular UX tools like Sketch and Axure.

## ***Design for Mobile (4.5+ hours)***

The number of mobile users has overtaken the number of traditional desktop users. Unfortunately, there are still plenty of mobile apps and mobile sites that are not mobile friendly and those experiences can sometime even be described as painful. It is your role as a UX designer to make this experience easy, intuitive and even delightful.

### **Topics Covered:**

1. Designing for “mobile first”.
2. Constraints and strengths when designing for mobile.
3. Content strategy for mobile.
4. Understanding UI patterns and elements for mobile.

## ***Sketching, Wireframing, and Prototyping (9.5+ hours)***

Learn about the importance of sketching and iteration in the wireframing process and how to create paper prototypes.

### **Topics Covered:**

1. Sketching and workflows.
2. Creating low-fidelity paper prototypes.
3. Creating wireframes and communicating element hierarchy.
4. Prototyping

## ***Visual Design (5+ hours)***

Visual design is the application of emotion to the functionality of an application. Learn how to use color theory, visual hierarchy and typography to create a better user experience.

### **Topics covered:**

1. Importance of margins, spacing, text size, layout.
2. Color theory
3. Creating style guides
4. ELECTIVE: Logo Design

## ***Research Evaluation (9+ hours)***

Validating your designs throughout your workflow early and often through feedback and iteration is a very important component to the UX design process.

### **Topics covered:**

1. Conducting usability testing sessions - running moderated and unmoderated (remote) testing sessions, understanding varieties of participant personalities.

2. Building a research evaluation toolkit - eye-tracking, A/B testing, participatory design, site-intercept tools and guerilla testing.

### **Capstone Project: (15+ hours)**

Now it's time to "tie it all up" and present your mini-projects as a larger "capstone project" on your portfolio. If you don't have a portfolio already, you'll create one to highlight what you've learned in the workshop. You'll focus on telling a rich, visual story of your project!

### **Career Resources**

We've also gathered resources to help you develop a solid plan of action to break into or supercharge your UX design career.

#### **Topics covered:**

1. Developing a plan of action for your career
2. Build a great LinkedIn profile
3. Write a great UX resume
4. Portfolio tips
5. Interview tips
6. Conducting design meetings
7. Getting clients
8. Contract work vs. full-time vs. freelance
9. Networking

Looks good? [\*\*Enroll Here\*\*](#)

or email us at [hello@springboard.com](mailto:hello@springboard.com) with any questions.