

Certified User Experience (UX) Designer (CUED)

Course Outline

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About CUED Certification

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

“User Experience Design” is often used interchangeably with terms such as “User Interface Design” and “Usability.” However, while usability and user interface (UI) design are important aspects of UX design, they are subsets of it.

A UX designer is concerned with the entire process of acquiring and integrating a product, including aspects of branding, design, usability and function. It’s a story that begins before the device is even in the user’s hands.

User experience (UX) designers focus on the interaction that users have with products, like websites, apps, and physical objects. They make those everyday interactions useful, enjoyable, and accessible.

What Modules are covered?

Module Information - 1

- Understanding the User-Centered Design Process
- Planning UX Projects
- Planning and Conducting Effective Stakeholder Interviews
- Organizing and Running a Successful Requirements Workshop
- Planning, Conducting, and Analyzing a Usability Test
- Gaining Useful Insights from Competitor Benchmarking
- Conducting Effective Contextual Research
- Using Analytics to Uncover Interesting User Behavior
- Designing, Launching, and Analyzing a Successful Survey
- Conducting a Useful Expert Review

Module Information - 2

- Planning and Running Successful Ideation Workshops
- Creating Task Models and User Journeys that Convey Real User Behavior
- Creating Customer Experience Maps to Help Visualize the User Experience
- Creating Useful Persona Profiles
- Designing Usable Information Architectures
- Using Sketching To Generate and Communicate Ideas
- Designing Great Wireframes
- Using Prototypes to Bring Your Ideas to Life
- UX Components Deconstructed
- Homepage UX Deconstructed

Module Information - 3

- Category Page UX Deconstructed
- Search UX Deconstructed
- Product Page UX Deconstructed
- Shopping Cart and Checkout UX Deconstructed
- Article and Content Page UX Deconstructed
- Photo UX Deconstructed
- Help and FAQ UX Deconstructed
- Forms UX Deconstructed
- Tables, Charts, and Data UX Deconstructed

- Great Client UX Deconstructed
- Designing for Behavioral Change
- Designing for Internationalization
- Designing for Mobile



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