USER EXPERIENCE (UX) AND DIGITAL ACCESSIBILITY

The selected training firm will deliver a structured program covering the following core areas:

A. User Experience (UX) Design for NeST

- **Introduction to UX/UI Design**

    o Principles of usability and interaction design

    o Psychology of user behavior in digital systems

    o Designing for engagement and simplicity

- **User Research & Usability Testing**

    o Conducting UX research and persona development

    o User journey mapping & heuristic evaluations

    o Usability testing techniques and feedback collection

- **Information Architecture & Prototyping**

    o Wireframing & prototyping (Figma, Adobe XD, Sketch)

    o Structuring digital content and optimizing navigation

    o Responsive & mobile-first design principles

- **Front-End UX Implementation**

    o Modern CSS frameworks (Bootstrap, TailwindCSS, Material UI)

    o JavaScript frameworks (React.js, Vue.js, Angular)

    o Interactive animations and micro-interactions

- **Performance Optimization for UX**

    o Page load time reduction and caching strategies

    o Backend API optimization for front-end speed

    o User error handling and real-time feedback mechanisms

B. Digital Accessibility for Persons with Disabilities

- **Understanding Digital Accessibility**

    o Overview of disabilities & technology interactions

    o Legal frameworks: WCAG 2.1, WCAG 2.2, Section 508, ISO/IEC 40500

    o Government policies on digital inclusivity

- **Accessibility for Visual Impairments**

    o Screen reader compatibility (JAWS, NVDA, VoiceOver)

    o Color contrast & typography adjustments

    o Keyboard navigation & ARIA attributes

- **Accessibility for Hearing Impairments**

    o Closed captions & transcript generation

    o Visual alerts for system notifications

    o Alternative text for audio content

- **Accessibility for Cognitive & Motor Disabilities**

    o Simplified navigation & readability improvements

    o Speech-to-text & voice command activation

    o Supporting alternative input devices (switch access, eye tracking)

- **Assistive Technology Testing & Compliance Audits**

    o Using accessibility testing tools (WAVE, Axe, Lighthouse)

    o Manual accessibility audits & real-world testing

    o Preparing compliance reports & accessibility statements