

User Experience (UX) Foundations

Learn how perception, cognition, memory and motor behaviour shape user experience design decisions.

8

MODULES

35

TOPICS

COURSE OVERVIEW

This course opens with a panoramic view of user experience, covering its history, objectives, return on investment and methods. It then examines how people actually see, think, remember and move, contrasting these realities with common assumptions designers make. Attention turns to understanding users directly, including accessibility and the varied meanings of icons across cultures, before addressing how to evaluate UX research literature and sources. The course closes with a summary of options for further learning and certifications.

WHO THIS COURSE IS FOR

UX Designers

Interaction Designers

Product Designers

Usability Researchers

Accessibility Specialists

LEARNING OBJECTIVES

- Explain the history, objectives and return on investment of UX
- Describe how visual perception differs from a camera-like process
- Analyse how attention and decision-making affect interface design
- Apply memory principles to reduce reliance on user recall
- Assess how motor behaviour and biomechanics influence interaction design
- Identify key factors for understanding and designing for users
- Evaluate accessibility considerations beyond vision impairments
- Interpret UX research sources and assess their credibility

8 Modules, 35 Topics

01

Understanding User Experience

A panoramic overview of UX

TOPICS

History · Core of the field · Objectives · ROI · Methods · Institutionalization

02

Visual

You do not see the way you THINK you see

TOPICS

It is NOT like a camera · Visual link analysis · Wiggly things are distracting · Objects are inferred and distance is relative

03

Intellectual

You do not make decisions the way you THINK you do

TOPICS

- No, you can't do three things at once (and neither can your user)
- Design for human speed
- Using signal detection theory
- Design for arousal and stress

04

Memory

You do not remember the way you THINK you do

TOPICS

It is NOT like a tape recorder · Design so that they don't have to remember · Helping users remember · Engineering schemata · The power of expectation and bubbles

05

Motor

You do not move the way you THINK you do

TOPICS

- No, your movement is not always voluntary and under conscious control
- But how can you walk and talk at the same time?
- Motor programs
- Movement speed
- Train wrecks with proactive inhibition
- Designing for biomechanics and anthropometry

06

Know Thy User

Designing for users, not yourself

TOPICS

- What are things you need to know about your user? (Free dinner for two if you can add to our list!)
- Accessibility is not just about vision and making Jaws work
- Careful! the icons you choose may have varied meanings around the world

07

Research

You need to read the research literature, but you need to KNOW what to believe

TOPICS

Sources · Can you believe it? · Lies, damn lies, and statistics

08

Summary

Every successful journey needs a roadmap

TOPICS

Options for learning more · Professional level courses · Certifications · A lifetime of achievement

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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