

User Experience Design UX UI Fundamentals

Learn to research, ideate, prototype and test user experiences with FigJam, from personas and journey maps to design principles and multidevice design.

10

MODULES

44

TOPICS

COURSE OVERVIEW

This course introduces user experience design, distinguishing UX from UI and outlining the qualities of great UX, before moving into FigJam as a tool for collaborative work. It covers user-centred design techniques including research, data gathering and persona creation, then addresses sharing and collaboration within FigJam. Ideation methods such as user scenarios, storyboards, point of view statements and How Might We questions lead into analysis techniques including empathy maps, experience maps, journey maps, service blueprints and affinity maps. The course then covers prototyping, from information architecture and wireframes through paper prototypes and user testing, core design principles such as alignment, contrast and typography, and considerations for designing across multiple devices.

WHO THIS COURSE IS FOR

UX Designers

UI Designers

Product Designers

Interaction Designers

Design Researchers

LEARNING OBJECTIVES

- Explain the difference between UX and UI
- Identify the qualities that make up great UX
- Apply user-centred design techniques such as research and personas
- Use FigJam tools and templates for collaborative design
- Apply ideation techniques such as storyboards and How Might We
- Create analysis artefacts such as journey maps and affinity maps
- Develop prototypes using wireframes and paper prototyping
- Apply design principles such as alignment, contrast and typography

10 Modules, 44 Topics

01

Introduction to User Experience Design

TOPICS

What is UX? · UX vs UI · Aspects of great UX

02

Introduction to FigJam

TOPICS

Create free account · Create FigJam file · Tools in FigJam · Using Templates

03

UX Design Techniques

TOPICS

What is User Centered Design? · Research · Data Gathering · Creating Personas

04

Sharing and Collaboration

TOPICS

Working with team in FigJam · Share and Ideate · Use Sections

05

Ideation Techniques

TOPICS

Working with User Scenarios · Create Storyboards · Use POV · How Might We?

06

Analysis

TOPICS

Empathy Map · Experience Map · User Journey Maps · Service Blueprint · Affinity Map

07

Prototyping

TOPICS

Creating Information Architecture · Prototyping Process · Sketching · Wireframes · Types of Prototype

08

Creating Prototype and Testing

TOPICS

Working with Paper Prototypes · User Testing · Affordance · Signifiers

09

Important Design Principles

TOPICS

Alignment · Proximity · Consistency · Contrast · Color · Typography · Visibility · Dark Patterns

10

Multidevice Design

TOPICS

Evolution · Native vs Web vs Hybrid Apps · Framework of 3 Cs · Tips for multidevice design

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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