

Gain hands-on practice in all the key areas of UX — from interviewing your users through to prototyping and usability testing your designs — while you prepare for the BCS Foundation Certificate in User Experience.

Duration

This is a three-day workshop.

Overview

This 3-day course covers the comprehensive syllabus for the BCS Foundation Certificate in User Experience.

You'll leave this course with a fully-rounded knowledge of user experience tools, techniques and processes. You'll achieve this by taking part in a practical design activity that helps you discover the usability secrets behind product and software development. The activity covers the full design lifecycle, including identifying customer needs, creating descriptions of users and their goals, information architecture, interaction design, prototyping and usability testing.

The BCS Foundation Certificate in User Experience exam is taken on the final afternoon.

Who is the course for?

Anyone who wants to transition from their current job role to a career in user experience.

User researchers or designers who want to demonstrate their knowledge of core concepts, techniques and methods in user experience.

Software developers who want to learn techniques for designing more engaging systems.

Project managers and Scrum Masters who want a full lifecycle process for introducing usability into their design project.

Business analysts who want quick and effective tools for communicating requirements of users.

How will I benefit?

After attending this course, you will be able to:

Bake UX into your workflow by following a proven, user centred design framework based on the usability standard, ISO 9241-210.

Plan field visits to end users.

Create personas, user stories, red routes and user journey maps.

Uncover and describe users' mental models.

Choose appropriate schemes for classifying and organising information.

Design and conduct online and offline card sorting sessions.

Select appropriate user interface design patterns.

Develop cheap, throwaway prototypes to get quick and frequent feedback from your users.

Create user interface designs that exploit universal principles of visual design.

Design usability tests to measure time on task, success rate and user satisfaction.

Moderate a usability test and prioritise the observations.

Evaluate the usability of systems by applying usability heuristics.

What will I learn? (Day 1)

Introduction & Objectives

Syndicate Activity: What is usability (product evaluation)?

Understand the 6 principles of human centred design

Waterfall, agile and iterative design methods

Practice quiz (5 questions)

Going where the action is: Understanding users in context

See examples of how usability depends on the “context of use”

Penetrate deep into the world of your users with contextual inquiry

Learn what it is that customers actually want to do with your system

Master the 5 habits of highly effective field researchers

Synthesize your findings in a user experience map

Practice quiz (5 questions)

How to get niche quick

See examples of personas from real-world projects

Walkthrough a persona case study

Learn simple but powerful data analysis techniques for classifying and grouping your users

Create personas your design team will believe in

Make use of the PERSONA acronym to diagnose shoddy personas

Syndicate activity: Create a persona

Practice quiz (5 questions)

What can a London bus teach us about usability?

Build bulletproof user stories for agile by focusing on red routes

Boost the quality of your user stories with 4 simple questions

Syndicate activity: Create red routes and user stories

Practice quiz (5 questions)

What will I learn? (Day 2)

Beyond “easy to use”: Measuring the user experience

Apply lessons from the Lean Startup movement to your own design projects

Generate user experience metrics from business objectives

Learn how to measure effectiveness, efficiency and satisfaction — the cornerstones of the ISO definition of usability

Develop a user experience dashboard

Practice quiz (5 questions)

Organising functions and features: Finding is the new doing

Describe the Elements of User Experience

Overcome complex navigation with a knowledge of information architecture

Organising content with the LATCH model

Syndicate activity: How to use online and offline card sorts to structure your system’s functionality

Master conceptual models and mental models

Practice quiz (5 questions)

Interaction design: The psychology of user interfaces

Explore fundamental user interface components and learn when to use them properly

Discover user interface design patterns to create consistent user interfaces.

Remove complexity from your system with progressive disclosure

Practice quiz (5 questions)

Visual design: Simple rules for designing simple screens

Establish CRAP ways to improve usability: contrast, repetition, alignment and proximity

Bluffers’ Guide to eye tracking

Practice quiz (5 questions)

Syndicate activity: Form redesign

User Interface Prototyping: Fake it ‘till you make it

Use rapid prototyping to support validated learning

Transform your design process with paper prototyping

The landscape of electronic prototyping tools

Syndicate activity: Create a paper prototype

Practice quiz (5 questions)

What will I learn? (Day 3)

“And I have the data to prove it”: How to assess your user interface

Learn the 10 heuristics of user interface design

Discover the usability bloopers hidden in your software with an expert review

Distinguish what people do from what people say with usability testing

Learn the skills needed to moderate your own usability test

Syndicate activity: Run a usability test of a paper prototype

Practice quiz (5 questions)

Exam practice and revision

Take a practice exam

Review of the practice exam

Discussion and review of key topics

Foundation Certificate in User Experience exam

Take the full exam

Note: Candidates that want to take the exam must bring photo ID.

Is UX Certification worth it?

We carried out research with 60 delegates who had passed the BCS Foundation Certificate in User Experience. We asked: "What impact has attaining the BCS Foundation Certificate in UX had on your job?" We identified these themes in their answers.

It improves your career prospects

"I had never held a position in UX Design or Research. Once I had the UX certification, I put it at the top of my CV. I got a job as a UX Researcher with a London company within a short few months of completing the course. I am certain that holding that certificate had a big impact, because it is the UX job agents that read your CV first, before they put you forward for a role."

It increases self-confidence in your day-to-day work

"It has given me confidence to participate in discussions on UX. I now have the means to actively engage with internal UX subject matter experts on appropriate methods for my projects."

It boosts your credibility with the development team

"Since attaining the Certificate in UX I feel it has helped to demonstrate to my wider team the skills I have. I am also hoping to apply for a promotion within my company and hope that by having this skill on my CV it will help me to get promoted."

It makes your organisation more effective

"The impact of the certificate has been immense, as it provided me with the technical expertise to execute UX practices properly, but more importantly being able to explain the benefits and value to stakeholders who would otherwise be reluctant. This all led to an opportunity to lead the Global UX practice within my organisation which has grown from initially 1 personnel 2.5 years back to over 15 UX practitioners (employees and consultants)."

It makes you a more reflective practitioner

"It's early days, but the course has been invaluable in my new role so far. I think it's actually changed the way I look at problems and I've found the user goals and red routes techniques particularly valuable because it provided me with a place to start and helped me cut through a lot of noise in what is an extremely complex area."

It gives you a broad knowledge of UX

"When I did the course last year I was just starting out on a career change. The course gave me a broad view of the whole 'workings' of user experience and how all the stages fitted together. This helped me move onto our internship programme as a researcher for the next stage of development in my new career."

You learn general principles to apply in your job

"Following the UX Foundation I compiled a list of 39 'UX problem areas' that I felt needed significant improvement in our product team and programme. I reviewed the list today: it seems the things in my control as an experienced practitioner, e.g. research methods, journey design approaches have improved quite a bit following the training."

You learn specific tools, techniques and skills

"The UX course has altered the way I approach development projects. I've run workshops using the persona development tools exercises, user journeys and storyboards perhaps three times now in order to better inform design, and this is now built into the way I work with clients on new projects. It feels like the quality of the systems created is better for it. This is now a very rewarding part of my job."

It gives you a common language to talk about UX

"As a Product Owner and Business Analyst the principle benefit I got from the course was a greater understanding of why my colleagues who specialise were adopting some of the approaches and behaviours that I had encountered."

What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. This tutorial is designed to appeal to different learning styles, with an emphasis on active participation. The tutorial contains games, activities and videos to engage participants and bring to life the training material. You will be encouraged to ask questions and to contribute to the seminar.

Who is the workshop leader?

David Travis is the Managing Director of Userfocus, an independent consultancy specialising in user experience training and consultancy. He holds a BSc (Hons) degree and a PhD in Experimental Psychology. He is a Chartered Psychologist and an Associate Fellow of the British Psychological Society. His career spans three decades as a researcher, consultant, writer and user experience strategist and he has published three books in the field: *Effective Color Displays* (1991), *E-Commerce Usability* (2002), and *Think Like a UX Researcher* (2019).

David has carried out UX consulting activities for clients in the UK, France, Belgium, Germany, Italy, Switzerland, Singapore, Malaysia, USA, Chile, Australia and Japan and he has delivered over 200 UX workshops for a range of private and public sector organisations.

David worked with BCS to define the syllabus for the BCS Foundation Certificate in User Experience and Userfocus is fully accredited with the BCS to deliver training for this certification.

What do I get when I book this course?

- 3 day training course with a user experience expert.
- A printed, 92-page course manual containing practical checklists, worksheets, written articles and links to further resources.
- An electronic copy of the slides to help with revision.
- Exercises to support exam preparation (50 sample questions plus a BCS-approved mock exam paper with an additional 40 questions).
- A proper, air-conditioned learning environment.
- Lunch on each day and refreshments throughout the course.
- Exam fee included.

How do I book?

- Call **020 7917 9535**
- E-mail helpdesk@userfocus.co.uk
- Web userfocus.co.uk/consultancy/requesttraining.html