Digital Professional
Development

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TRAINING

learn more, do more

Partner
Google Cloud

Google Marketing Platform
Certified
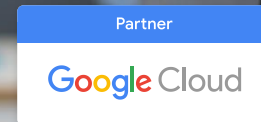
User Experience Training

User Experience

Day 1 Agenda: Intro to User Experience

- The UX Process

- User Research Methods

- Business Research Methods

- UX tools & deliverables

- Usability testing

- Design theory

Learning Objectives

- Identify the needs and goals of your users
- Utilise the UX process, tools and deliverables
- Undertake usability testing
- Use best practice methods that will help embed the UX processes into your workflow, business or organisation

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User Experience

Day 2 Agenda: Google Analytics Standard

- Introduction to Web Analytics

- How Google Analytics works & key terms

- Segments & Custom Segments

- Audience, Behaviour (incl. Events) and Acquisition (incl. UTM tagging) Reports

- Measuring Success - Goals & Ecommerce

- Custom Reporting

Learning Objectives

- Describe the capabilities and limitations of Google Analytics

- Identify the benefits of Google Analytics for your business

- Identify the main reports that will add value to your business

- Manipulate the reports to extract data to answer business questions

- Understand your audience and how they behave on your site

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User Experience

Day 3 Agenda: UX: Interaction Design

- Define the Problem

- Map the Flow

- Build the Screens

- Make them Work

- Connect them Up

- Test & Optimise

Learning Objectives

- Practice on a prototyping software

- Utilise the interaction design process, tools and deliverables

- Use conventions, UI patterns, and principles

- Create prototypes

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Book your place via the KFAS website or connect with us by email for enquiries.

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