



DESIGN THINKING FOR UX

Course Code: WSQ-IDTUX

What will you learn?

- Introduction to Design Thinking
- Fundamentals of User Experience Design
- User Journey Mapping
- Prototype design with Adobe XD
- User Testing and Evaluation

Course Schedule

Contact Hours: 25 hours

About the Workshop

Through the understanding of the 5 Stage Design Thinking process, trainees will break down and re-evaluate apps or websites that are currently out in the market and to incorporate their own unique variation to the overall usability and intuitiveness of the design.

Ideal for those looking to enter the UI/UX industry, this programme serves as an introduction into the psychology behind how application and website user navigation flows are designed, and how user experience is enhanced through various testing methods and design selection.

Learning Outcome

At the end of the programme, trainees will re-design and develop a prototype for an existing app or website to improve the overall functionality and user experience.

- Trainees are required to bring a laptop for the programme for research and prototyping use.

Course Fees

SME Sponsored	MNC Sponsored	Self-Sponsored	Mid Career Enhanced Subsidy	Workfare Training Support	Full Course Fee
90% Subsidy	\$15/Hour Subsidy	\$15/Hour Subsidy	90% Subsidy	95% Subsidy	-
\$182.75	\$775.25	\$775.25	\$182.75	\$129.00	\$1,150.25
Absentee Payroll: \$7.50/hour	Absentee Payroll: \$4.50/hour	-	-	Training Allowance: \$4.50/hour	-
\$30 Registration and Course Material Fee					

Course Outline

Day 1	<ul style="list-style-type: none">• What is Design Thinking• Why Design Thinking• How can we implement it• Understanding business problems• The design thinking process• The IDEO workbook in Design Thinking• Defining a problem
Day 2	<ul style="list-style-type: none">• Strategic thinking concepts• Strategic models• Design psychology in UX• Business canvas• Idea testing• Defining users• Team structure and roles• Research methodologies• Defining user stories• Establishing product flow
Day 3	<ul style="list-style-type: none">• Product flow analysis• User journey mapping• Hypothetical theory analysis• Lean UX - MVP• User test formulation• User testing• Problem analysis
Day 4	<ul style="list-style-type: none">• Defining project scope by applying Design Thinking• Consultation and Project submission• Class presentation