

UX Design Bootcamp

In this UX design class you will learn the fundamentals of engaging with the user, concept development and prototyping. You will also practice how to critically analyze and communicate your findings to the team and a real-world client. This intensive UX course prepares you to understand the basics of user experience practice through various methodologies and real-world projects.

Course Outline

Intersection of Design. Technology. Business.

- Through critical analysis understand how user experience as a field sits in the intersection of different areas of the product.
- What is the difference between User Experience Design and User Interface Design?
- Learn about heuristics and apply heuristic evaluation to various websites, including CNN.com and AirBnB.com.
- Competitive Research
- **Homework:** Think about your class project. Select a new business idea, a current project, or choose a sample project from class.

Knowing Your User

- Learn how to structure and conduct user interviews to better identify the needs and current behaviors of the user.
- Understand how to engage the user to work through assumptions and preconceived notions that arise during the process.
- Write down assumptions for your class project.
- **Homework:** Interview 1–5 people about your project.

User Research Through Interviews

- Review user research questions/review homework.
- Refine user interview questions.
- Interview classmates for your project.
- **Homework:** Continue to refine interview questions and research. Interview more people about your project.

Refining User Research and Creating Personas

- Create user personas from the interviews to represent the goals and behaviors of the users within the system.
- Develop user scenarios to show when and how the user engages with the system.
- **Homework:** Begin to synthesize results of user research.

Synthesis of User Research, Journey Maps, and User Flows

- Continue to synthesize results of user research to find patterns.
- Create a journey map for your project.
- Think through the different features of the system by building user flows.
- Take the written narrative to the next level through sketching and improvising using techniques such as storyboarding and bodystorming.
- **Homework:** Refine your user flows.

Wireframing, Sketching, Prototyping

- Practice a sketching session for an existing website or mobile application of your choice. Start with sketching on a whiteboard or your notebook.
- Sketch wireframes for your class project.
- Learn Sketch to create wireframes/prototypes.
- Learn the power of prototyping and testing an idea. Understand different methods of prototyping and their levels of fidelity.
- Discuss the motivation behind the prototyping, such as newly discovered user goals, business needs and improved functionality.
- **Homework:** Finish all Sketch lessons. Finish prototyping your user flows.

Prototyping & User Testing

- InVision for clickable prototypes.
- Use Sketch and InVision to create a clickable prototype for your project.
- User testing methods and strategies.
- Do's and don'ts of user testing.
- Do a user test on your project with a classmate.
- Clearly list the assumptions and test your concepts. Work on multiple iterations of the prototype based on the test results.
- **Homework:** Test your prototype on 1–5 users.

Iterating the Prototype and Further User Testing

- Report conclusions based on user testing.
- User testing reports.
- Rework the prototype based on user testing conclusions.
- **Homework:** Finish iterating the prototype based on user testing.

Building a Case Study

- Finish clickable prototype.
- Case study examples as web pages and PDFs.
- Using a compilation of user research, prototypes, photographs, and user research, build your case study as either an HTML page or a PDF using the application of your choice.

Final Project Presentation + The Business of UX Design

- Present class projects as case studies on-screen.
- Getting into the business: strategies and ideas.
- UX Resources

Contact

📞 212-684-5151 ✉️ nyc@careercenters.com 🌐 www.careercenters.com