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# UX: User-Centered Analysis and Conceptual Design

**Course #:** UX-200 **Duration:** 2 days

## Prerequisites

UX: A Deep Dive into Users

## Details

An empathetic, user-centered analysis is a basis for interface design that makes sense to the user. With a clear definition of user requirements, developers and designers can create more effective and usable software interface designs. In this course, you will learn the methods and concepts to analyze user-centered requirements—the foundation for designing user-centered interfaces, content, applications, and websites.

This course is designed for UX researchers, UX designers, usability practitioners, website and application developers, interface designers, and project managers.

## Software Needed

None

## Outline

- **Foundations of User-Centered Design**
  - Defining User-Centered Design (UCD) and Its Principles
  - UCD vs. Design Thinking: Contrasts and Connections
  - When and Why to Use User Research
  - Understanding Return on Investment (ROI) in UX
  - Introduction to User-Centered Analysis (UCA)
  - User Testing vs. Usability Testing
  - Qualitative vs. Quantitative Research
  - The Importance of Context: Client and Industry Analysis
- **Stakeholder Engagement and Research Planning**
  - Identifying Stakeholders and Their Roles
  - Stakeholder Management Strategies
  - Conducting Effective Stakeholder Interviews
  - Aligning Business and User Goals
  - Planning Your Research: Objectives, Constraints, and Ethics
- **The Researcher's Mindset**
  - The Role of the UX Researcher
  - Embracing Objectivity and Intersubjective Knowledge
  - Understanding and Mitigating Bias
  - Types of Cognitive Biases (e.g., Confirmation, Framing, Social Desirability)

- Avoiding Researcher Influence: Best Practices
- Ethical Considerations in Research

- **Conducting Qualitative User Research**
  - Designing a Research Plan
  - Recruiting Participants: Strategies and Screeners
  - Crafting an Interview Guide
  - Conducting 1:1 Interviews
  - Building Rapport and Active Listening
  - Interviewing for Empathy and Insight
  - Focus Groups
  - Competitor Studies
  - Analyzing Qualitative Data
  - Story Share-and-Capture Sessions
  - Grounded Theory and Thematic Analysis

- **Conducting Quantitative User Research**
  - When to Use Quantitative Methods
  - Defining Metrics and Statistical Significance
  - Designing and Distributing Surveys
  - Gathering Rich Data in an Actionable Format
  - Triangulating Data with Qualitative Insights

- **From Data to Insight**
  - Synthesizing Research Findings
  - Creating Empathy Maps and Journey Maps
  - Visualizing Pain Points and Emotions
  - Mapping Touchpoints and Interactions
  - Setting User-Centered Goals
  - Defining Problem and Mission Statements
  - Using "How Might We…" and Laddering Techniques
  - Hypothesis Generation and Prioritization
  - Introduction to SMART UX Metrics

- **Personas**
  - Purpose and Power of Personas in UX
  - Creating Meaningful, Data-Driven Personas
  - Elastic vs. Concrete Personas
  - Persona-Driven Decision Making

- **Scenarios and Storyboarding**
  - Using Scenarios to Frame User Needs
  - Writing High-Quality Scenarios
  - Visualizing Scenarios through Storyboards

- **Content Strategy in Conceptual Design**
  - Defining Content Strategy in UX
  - Key Components: Substance, Structure, Workflow, and Governance
  - Aligning Content with User Motivations and Business Goals
  - Developing Fact-Based Personas for Content Planning
  - Using Content Models and Mapping Flows
  - Creating Style Guides, Templates, and Governance Structures
  - Voice, Tone, and Accessibility Considerations
  - Measuring Content Effectiveness

- **Prototyping Concepts and Testing Ideas**
  - Low-Fidelity Prototyping: Paper and Sketches
  - High-Fidelity Prototyping: Tools like Figma, XD, and Sketch
  - Incorporating Research into Prototyping Decisions
  - Iterative Testing and Feedback Loops