



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