

Applying a User Centred Design Approach

This two-day training will give you a solid understanding of the principles and research methods that form the basis for user centred design (UCD). It is well accepted that this approach to design and product development can result in better solutions that are welcomed by users and customers.

What you'll learn

By the end of the training you will understand:

- What user experience and user centred design (UCD) involve
- Why these are important
- How and why you should follow an inclusive approach
- The advantages of research and identifying user needs
- How to produce and evaluate design solutions to meet requirements
- Understand how user research fits into the UCD process
- Become aware of useful skills to help with user research and day-to-day communication
- Learn how to analyse raw data

Who is it for?

Anyone interested in learning the basics of a user centred design approach that underpins the disciplines of user experience and usability. This might include:

- Web managers
- Content managers
- Designers
- Project managers

When, where and how much?


Contact us to arrange this course just for your team. The public course will take place on the **30th & 31st March 2017**.

Training courses held in London are held at our office, close to Covent Garden.

We have a comfortable training room and provide regular refreshment breaks.

We believe a good lunch is important – and we include this in the price of courses held in our training room.

If you would like to attend this course or have further questions:

 Call us on 020 7240 3388

 or email us at enquiries@system-concepts.com

Course topics

The course runs over two days. The topics covered in each day are:

Day 1: Foundations of user experience

- Overview of user centred design and terminology
- Benefits of user experience and user centred design
- Planning UCD activities
- Usability principles
- Top tips and heuristics for a good user experience
- Approaches to evaluating design
- Creating and using personas

Day 2: Research methods for user experience

- Practical guide to moderating sessions
- Interview skills
- Listening and note-taking skills
- Observation skills
- Recruiting methods and approaches for user research
- Practice activities for all the skills taught

Previous attendees

At the end of every course we ask participants to give us some feedback to help us continually improve our training. Here are some of their comments:

“ I think the course will be immensely valuable when we go back and apply the techniques learnt ”

“ The presenter was very clear and concise, the activities were superb and at the right time to engage the brain some more. I came away with lots I didn't know beforehand. Thank you! ”