

Designing UX

Advanced Practice

Building an attractive, useful and usable website requires time, thought and creativity, especially when websites and web 'apps' become more complex, feature rich, and mobile responsive. this course will show you how to make a website functional, Attractive, and successful, it will walk you through all of the steps required to enhance the User Experience on any site, right down to the content and design. This course will provide you hands-on experience, and the confidence to get into web design, or if you want to enhance your current business site.

You Must Know!

Duration:

40 Hours

Who should attend?

Web and Mobile Designers and Developers, Usability Professionals, User Experience Specialists with basic understanding of usability and user experience issues

Main Topics:

- Operating Systems and Browsers
- Navigation
- Content Design
- Display Design
- Testing and Evaluation

המכללה שומרת לעצמה את הזכות לערוך מעת לעת, לפי שיקול דעתה, שינויים בתכנית הלימודים, היקף שעות הלימוד, סגל המדריכים וכד', ולא יראו בכל מידע המפורט בדפי מידע של המכללה כהתחייבות כלשהי מצד המכללה.

Course modules

Module 1 – Introduction to UX

- What Is UX Design
- Exploring the Methods of UX Research
- Building Your Personas
- Building Journey Maps and Storyboard
- Performing Brainstorming/Ideation Process – Design Thinking Method
- Working with Wireframe
- Exploring the Information Architecture
- Understanding Basic Principles and Heuristics in UX Design

Module 2 – User-Computer Issues

- Operating Systems and Browsers
- Connectivity
- User Demographics
- User Languages

Module 3 – Prototyping

- Types of Prototypes
- Selecting a Prototyping Tool

Module 4 – Card Sorting and Navigation

- Types of Card Sorting
- Navigation Testing
- Common Navigation Issues
- Steps in Conducting a Navigation Test
- Navigation Metrics
- Findability Testing Tests
- Other Tools

Module 5 – Content Design

- The 'InboundWriter' Tool
- Dealing with Keywords
- Word Counters
- Writing and Readability
- Spelling and Grammar
- Duplicate Content

Module 6 – Display Design

- Accessibility
 - The W3C Validator Suite
 - Checking Color Contrasts
 - Non-visual User Interfaces
- Color
 - Color Schemes Tools
 - Color Blindness
 - Capturing Potential Screen Colors Tools
 - Color Variations and Names Tools
- Forms and Infographics
- Layout
- The Unusual Tools
 - 'Wirify' Tool
 - The 'No Click Interactions' Tool
 - The 'Spur' Tool
 - The 'Where's the Fold?' Tool
- Screen Resolution
 - 'StatCounter' Data
 - Simulator Tools
- Images and Video
 - Image Editors Tools
 - Video Editors Tools
 - Screenshot and Video Recording Tools
 - The 'Snagit' Tool
 - Reducing Image and Video Sizes
 - PNG vs. JPG Reduction Strategies
 - Image Resizing Tools

Module 7 – User Performance Testing

- The User Performance Testing Process
- Local vs. Remote Testing
- User Performance Testing Tools
- A/B or Multivariate Testing Tools

Module 8 – Testing and Evaluation

- Traffic Analysis Tools
- Satisfaction Testing Tools
- Participant Recruiting Tools
- Mobile Tests or Evaluations Tools
- Survey Tests or Evaluations Tools

Module 9 – Tracking Evaluations

- Eye Tracking Evaluations Tools
- Mouse Tracking Evaluations Tools
- Participant Video Evaluations Tools
- Screenshot Evaluations Tools
- Cross-Browser Evaluations Tools
- Website Load-Speed Evaluations & Tools
- Responsive Design Evaluations & Tools



המרכז הבינלאומי
ללימודי הייטק וחדשנות

✱ 6377

מתקדמים
לקריירה בהייטק



Microsoft Partner
Gold Learning



קמפוסים בפריסה ארצית:

באר שבע

רחוב האנגריה 77
פארק ההייטק

ירושלים

רחוב יפו 34

רחובות

רחוב אופנהיימר 5
פארק המדע

תל אביב

ראול ולנברג 36
קריית עתידים