

Design Thinking and User Experience

- designing user satisfaction

The course is the best solution for BA, QA, PM, PO and developers who want to learn all needed process, techniques and tools to design and develop better and user friendly products, improve sales and increase user satisfaction

- simply make lovable applications.

During this course you will learn:

- **What is User Centered Design, User Experience, Product and Service Design**
- **How to design and make better products according to Design Thinking approach**
- **How to conduct The Discovery Phase including**
 - Gathering requirements and defining real problem of customers and users by:
 - Interviewing
 - Card sorting
 - Surveys
 - Usability Heuristics
- **How to conduct Ideation Phase including**
 - Persona creation
 - Flow and process diagram
 - Customer journey map
 - User story mapping
- **How to conduct Design and Prototyping Phase including**
 - Web and mobile prototypes
 - High and low fidelity prototypes including prototypes in HTML and CSS
 - Tools Axure, Adobe, Ionic, Marvel
- **How to conduct Validating Phase to check if our product and prototype is what our users need**
 - Usability testing methods
 - Conduct usability testing
 - Techniques and tools