

**EXPERIENCE** *dynamics*

MAKING YOUR USERS SMILE

Ed  
**UX**

Training  
CATALOG



[www.ExperienceDynamics.com](http://www.ExperienceDynamics.com)

## FRANK SPILLERS, MS

CEO/CXO and Founder @ Experience Dynamics

Frank Spillers founded Experience Dynamics, a leading UX consulting firm with Fortune 500 clients worldwide. For 25 years, Frank has been an internationally respected speaker, author, UX Leader and UX Master Trainer. He is a world expert in improving the design and user experience of websites, web applications, VR/AR and mobile apps and services. He teaches with the largest UX community in the world (Interaction Design Foundation) to 100,000 students.





## > Who is attending Experience Dynamics trainings

- ✓ Accenture
- ✓ Amazon.com
- ✓ American Airlines
- ✓ American Express
- ✓ Apple
- ✓ AT&T
- ✓ Avid
- ✓ Blue Cross Blue Shield
- ✓ Business Objects
- ✓ Calvin Klein
- ✓ Capital Group Companies
- ✓ Capital One
- ✓ CBRE
- ✓ Chase
- ✓ Chevron
- ✓ Citigroup
- ✓ CNET/CBS
- ✓ Drexel University
- ✓ eBay
- ✓ EMC Corp
- ✓ Fujitsu
- ✓ GE Healthcare
- ✓ Geico Insurance
- ✓ GM
- ✓ Hartford Insurance
- ✓ Healthwise
- ✓ Hilton Hotels
- ✓ Hitachi Consulting
- ✓ Home Depot
- ✓ IBM
- ✓ Intel
- ✓ Intuit
- ✓ John Deere
- ✓ KeyBank
- ✓ Mentor Graphics
- ✓ MetLife
- ✓ Microsoft
- ✓ NaviNet
- ✓ Petsmart
- ✓ Providence Health System
- ✓ Regence
- ✓ Research In Motion
- ✓ Reuters
- ✓ Sage
- ✓ State Farm Insurance
- ✓ State of Michigan
- ✓ State of New York
- ✓ Sun Microsystems
- ✓ Symantec
- ✓ Toyota
- ✓ Tulalip Tribes
- ✓ US Bank
- ✓ Xerox
- ✓ Yahoo!

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# COURSES



## > Overview of All Courses

Human Centered Design workshop

UX Research workshop

Interaction Design training

Heuristic Evaluation workshop

Inclusive Design workshop

Cross-cultural Design Localization training

UX Metrics: Data driven design workshop

Ecommerce conversion training

Lean UX process training

Service Design training

Emotion Design training

Visual Design for UX training

Accessibility workshop

UX Writing training

Design Thinking workshop

Design Systems training



Journey Mapping workshop

Personas workshop

Usability Testing training

Ethnography methods training

Service Blueprint workshop

### UX Management trainings

Managing UX teams workshop

UX Management Leadership Coaching

UX process reset workshop

Insight Sprints- Workshop

Design Sprints- Workshop

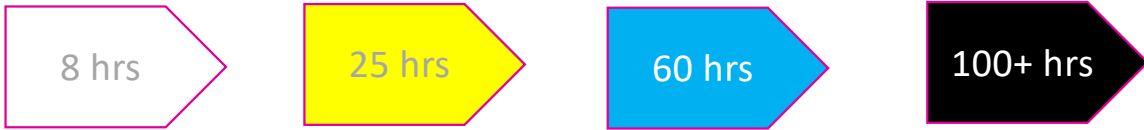
### CERTIFICATIONS

UX Practitioner Certification

UX Master Practitioner Certification

UX Facilitator Certification

# > Suggested Progression of Learning



WHITE:

YELLOW:

BLUE:

BLACK:



- Human Centered Design workshop
- Design Thinking Workshop
- Road-mapping UX process workshop
- UX Metrics: Data driven design workshop
- Ecommerce conversion training
- Inclusive Design workshop



- UX Research workshop
- Lean UX process training
- Interaction Design training
- Visual Design for UX training
- Journey Mapping workshop

- Personas workshop
- Design Systems training
- Service Blueprint workshop
- Accessibility Workshop
- Heuristic Evaluation Workshop
- UX Facilitator Certification
- Usability Testing training
- UX Writing training
- UX Practitioner Certification
- Design Sprints- Workshop
- Managing UX teams' workshop



- Ethnography methods training
- Service Design training
- UX Master Practitioner Certification
- Emotion Design training
- UX Management Leadership Coaching
- Insight Sprints- Workshop
- Cross-cultural Design Localization training

## CERTIFICATION TRAINING

► Certification trainings offer skill mastery at an advanced level. Participants must pass a certification exam to be certified.

Note: All trainings and workshops offer a Certification of Participation.

Belt system: Mastery is gained by spending more hours.

Organizational; training experience can be measured by which 'Belt' color a team member has achieved.

## Understanding ROI of UX Methodology

# > Human Centered Design workshop

### COURSE DESCRIPTION:

Examining how leading organizations including Apple, AirBnB, Target, Capital One, and countless start-ups are benefiting from Human Centered Design (HCD), this workshop offers ROI and business benefits as a way to explore this fundamental UX methodology. This workshop offers hands-on activities for each core phase in HCD to allow for direct experience of the decision-making impact of Outside-In Design.

### AGENDA:

1. Human Centered Design: What it looks like from start-ups to enterprises.
2. Business benefits of Human Centered Design
3. How to build Outside-In Design organizations
4. HCD core phases: Playing the 'Team Sport'
5. Increasing UX Maturity with HCD
6. First steps: Where to begin? (Even if you do UX Design today)
7. Q & A

### TOPICS INCLUDE:

- Business value of HCD
- Stages and processes of HCD
- Activities that teach the core practices of this methodology
- Best practices and best-known methods
- Managing HCD at every stage of product management

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand UX methodology and business benefits/ ROI.
2. Apply HCD process to disrupt traditional Agile product development process.
3. Conduct stakeholder-inclusive user interviews, prototyping sessions and user testing.
4. Leverage HCD as an organizational strategy.
5. Communicate the benefits of Outside-In Design to stakeholders and turn them into evangelists.

### ESSENTIAL DETAILS:

- 9 hours (over 3 days).
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder who needs to learn about UX methodology in order to work better with UX process.

- UX team
- Business Leaders
- Product Managers
- IT Leaders

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UXR: Discovering user needs from field to lab

## > UX Research workshop

### COURSE DESCRIPTION:

User research is at core of all value-generating UX activities. But user research does not mean only User Testing. Rather it starts with Field Studies and ends with User Testing. This course provides your team with UXR techniques that help you define UX product-service strategy and make smarter design decisions. You will learn how to: define user-centered features & functionality; address desirability & usability design problems and opportunities.

### AGENDA:

1. Introducing User Research: Types & Styles (when and where to use).
2. Preparing for your Field Study.
3. Conducting your Field Study.
4. User Testing: preparing and expert tips for moderating tests.
5. Findings and Reporting: Field studies vs User Testing.
6. Personas & Journey Maps (Templates)
7. Test reporting: Types and Styles (Templates)
8. Q & A

### TOPICS INCLUDE:

- How to recruit correctly
- Facilitating user interviews- how to conduct Ethnographic interviews
- Capturing rich data on a field study and in user testing
- Observation skills
- Mental models & Conceptual models
- Agile User testing & Rapid Ethnography for Lean UX

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Prepare a field study and a user test.
2. Moderate user testing and facilitate user interviews.
3. Capture quality data & conduct artifact capture and analysis.
4. Observe without bias.
5. Make better sense of user data and how to represent user needs.
6. Prioritize user personas and journey map requirements
7. Make better decisions about user & business requirements; 'killer' features & desirable functionality.

### ESSENTIAL DETAILS:

- 15 hours (over 3 days).
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 40 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for cross-functional teams that specify user requirements, features & functionality and make design decisions.

- UX team
- Business Leaders
- Product Managers
- Business Analysts

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## Designing a UI to support positive user interactions

# > Interaction Design training

### COURSE DESCRIPTION:

Interaction Design is at the core of User Experience. Also called 'UX Design, UI Design, or Information Architecture', Interaction Design is about guiding users seamlessly through content, tasks and features as they navigate a design. Designing for personas and user journeys requires context awareness of their problem-solving. The course will help you design task flows and choose appropriate UI's for the task, while bypassing known usability issues.

### AGENDA:

1. 15 Interaction Design techniques + activity scenarios
2. Psychology of Design: Designing for the Mind
3. Designing Tasks for product design
4. Using a tool to wireframe interactions and building a culture of prototyping,
5. Interaction Design for Mobile vs Desktop
6. Evaluating feature ease of use (USE Scorecard)

### TOPICS INCLUDE:

- Identifying users and tasks
- Prioritizing personas
- Designing system conceptual models to support user interaction
- UI Style Guides
- UI widgets and behaviors
- Designing micro-interactions, animations
- What Interaction Design looks like across products and experiences
- Cross-channel interaction design (+Conversation Design; Voice interaction design).

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand user interface design best practices and patterns and the UX approach to designing interactions or "UX Design".
2. Identify the correct use of design elements: navigation, layout and call to action.
3. Match user pain points to UI's that support positive interactions.
4. Understand web vs. software vs. mobile design differences.
5. Quickly evaluate the usability of your design.

### ESSENTIAL DETAILS:

- 4 hours (over 2 days).
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 50 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for cross-functional teams that specify user requirements, features & functionality and design or influence design decisions.

- UX team
- Product Managers
- Developers
- Front-end UI/ devs

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## Reviewing design flaws with expert reviews

# > Heuristic Evaluation Workshop

### COURSE DESCRIPTION:

Heuristic reviews combines an analysis of UI Rules, UX Laws and Interaction Design principles. Heuristics are research-based guidelines that are guideposts (rules of thumb) to evaluate system usability. This workshops applies heuristics to dozens of interface examples with hands-on activities from your design challenges so you can learn directly to conduct expert reviews (Heuristic evaluations).

### AGENDA:

1. 3 Sets of Heuristics for UX Design
2. Conducting a heuristic review and Cognitive Walkthrough
3. Prioritizing your findings
4. Creating scorecards and user testing to establish verified metrics.
5. Q & A

### TOPICS INCLUDE:

- How heuristics work
- How to do user advocacy
- Heuristics- how to apply them practically to your industry/ design
- Omnichannel heuristics
- Communicating usability findings with stakeholders
- Heuristic checklists
- How to do heuristic reviews as you design

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Conduct your own heuristic evaluation.
2. Understand heuristics for Web, Mobile and any product.
3. Apply heuristic evaluations to any design challenge.
4. Use a checklist and create a custom scorecard.

### ESSENTIAL DETAILS:

- 8 hours (over 4 days).
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 50 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for cross-functional teams that specify user requirements, features & functionality and design or influence design decisions.

- UX team
- Product Managers
- Developers
- Front-end UI/ devs

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Building inclusion in as your default

# > Inclusive Design Workshop

## COURSE DESCRIPTION:

Inclusive Design celebrates universal access by deliberately adjusting and adapting to the needs of underrepresented communities and users. However, to do inclusion right, it needs to be default in your design and development process. This course shows you how to make it automatic and not a sideline effort or something the DEI (Diversity, Equity, Inclusion) team handles or champions.

## AGENDA:

1. Why Inclusive Design? Establishing the business case.
2. How to conduct an Inclusive Design audit.
3. Inclusive design systems: assets, algorithms & decision trees.
4. How and why to reach underrepresented user groups: people of color, women, disability, LGBTQ+, aging, socio-economic status and more.
5. Conducting User Research with underrepresented populations.
6. Managing Inclusive Design maturity.

## TOPICS INCLUDE:

- Business case for Inclusion Design
- Accessibility and Universal Access: principles and lessons from AA to AAA.
- Designing for user values with value-sensitive design & ethically aligned design
- Bringing inclusion in UX Design core tasks & activities
- Leveraging Participatory Design for stakeholder inclusion

## LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand why Inclusive Design is critical to innovation and DEI strategy.
2. Conduct inclusive design audits on any interface or design/ product issue.
3. Confidently tackle systemic exclusion and implicit bias within teams and design decisions.
4. Take steps to develop Inclusive Design as an organization-wide strategy.

## ESSENTIAL DETAILS:

- 4 hours
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 99 people (online) or 25 in-person.



## WHO SHOULD TAKE THIS COURSE

This course is for all internal stakeholder who are part of an Inclusive Design or Equity effort.

- UX team
- Management
- Product team
- Developers

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## Toward Localization UX

# > Cross-cultural Design Localization training

### COURSE DESCRIPTION:

Localizing user experience to meet the unique needs of different locales requires a localization + UX approach. This Workshop gets to the heart of designing for users across cultures. First, we look at cross-cultural design challenges and how to bring UX maturity to localization efforts. In designing across cultures, we aim to bring a cultural sensitivity to design choices. Second, we tackle the problem of culture and how to design for varied audiences. Third, getting the mechanics of cultural differences right is critical for Localization UX.

### AGENDA:

1. Localization best practices UX for Web, Mobile, and experiences.
2. Where localization fails: current methods vs culturally sensitive UX Loc.
3. Conducting global user research.
4. Uncovering opportunities in local and national culture.
5. Localization UX strategy and Agile Loc.

### TOPICS INCLUDE:

- Business case for Localization UX.
- Translation and transcreation
- Designing for difference: understanding cultural needs
- Detecting cultural sensitivities
- How to tackle user adoption cross-culturally
- Agile localization issues and tips
- Validating design concepts with global users

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand culture and how to detect it and bring cultural UX requirements into your design strategy.
2. Differentiate between translation and UX and how to manage teams for global studies.
3. Design for varied audiences and varying cultural needs.
4. Identify when to localize and when not to, and why.
5. Work with Loc teams to add value from a UX perspective.

### ESSENTIAL DETAILS:

- 8 hours (over 3 days).
- Online (or in-person).
- Up to 50 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for teams working on cross-cultural design projects involving marketing, selling or offering your UI to audiences globally.

- UX team
- Marketers
- Product team
- Localization teams/vendors

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## Managing UX KPI's

# > UX Metrics: Data driven design workshop

### COURSE DESCRIPTION:

Good UX design is fundamentally rooted in designs that perform for users and the business. Optimizing your designs for maximum ROI can be achieved by merging UX practices with data-driven design decisions. The course will provide tools and techniques for strategic managing, tracking and reacting to data to improve your UX design. We'll cover topics like setting up the right measurement targets (KPI's), using metrics dashboards, funnel analysis, flows, user journeys, growth hacking, A/B tests and user engagement metrics.

### AGENDA:

1. Identifying the right performance indicators.
2. Defining critical customer segments, personas and user flows and prioritizing user journeys around engagement and success metrics.
3. Building a UX ROI Scorecard.
4. Hands on with Mixpanel tool.
5. Creating your conversion funnel.
6. Setting up your success metrics with a customer lifecycle focus for UX.

### TOPICS INCLUDE:

- How to Measure Engagement.
- Mapping user journeys to your conversion funnels.
- Handling Multiple KPI's.
- Testing and KPI tools.
- Best practices for setting up A/B and Multi-variate tests.
- Measurement vs Hypothesis Testing

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Manage UX metrics.
2. Set up the right KPI's for your unique challenges.
3. Use metrics dashboards.
4. Build a UX ROI Scorecard
5. Conduct funnel and flow analysis.
6. Understand and track user engagement metrics.

### ESSENTIAL DETAILS:

- 8 hours (over 2 days).
- Online (or in-person).
- Customized with your interfaces/challenges.
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder who needs to learn about UX metrics in order to manage existing or new KPI's.

- UX team
- Business Leaders
- Product Managers
- IT Leaders
- Marketers

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## Increasing conversion rates with emotional impact

# > Ecommerce conversion training

### COURSE DESCRIPTION:

Optimizing customer conversion is one of the most important activities that can boost online sales, lead generation efforts and more. Understanding where your user experience is weak and building strong momentum for users to convert is critical. This course takes you into the essential components of customer decision-making behavior to boost emotional value across your customer journeys.

### AGENDA:

1. Discovering your missed opportunities.
2. Repairing your ecommerce issues.
3. Identifying desirability criteria and emotional value.
4. Targeting shopper Personas (B2C, B2B).
5. Optimizing the total customer journey.

### TOPICS INCLUDE:

- Improving your content design strategy
- Identifying desirability vs usability issues
- Finding weak touchpoints that can be optimized
- Search styles: supporting conversion behavior
- Conducting competitor UX reviews

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand where conversion leaks happen, why and how to fix them.
2. Discover desirability criteria that is linked to conversion behavior, loyalty, increased word of mouth and intent to purchase metrics.
3. Appeal to specific persona types to provide compelling content and features.
4. Convert more prospective customers into loyal and repeat customers.

### ESSENTIAL DETAILS:

- 8 hours (over 3 days).
- Online (or in-person).
- Customized with your interfaces/challenges.
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder interested in optimizing for customer conversion.

- UX team
- Business Leaders
- Product Managers
- IT Leaders
- Marketers

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## Applying Lean UX techniques for improved efficiency

# > Lean UX process training

### COURSE DESCRIPTION:

UX teams and process that runs outside of an Agile framework can run into problems. Lean UX provides a set of techniques and approaches that can speed up collaboration, communication and user advocacy. The course helps you understand how to 'marry UX to Agile' processes using Lean approaches for UX. This course is based on experiences of what works and what does not from dozens of team case studies.

### AGENDA:

1. Lean and Lean UX best practices.
2. Agile UX team routines and roles.
3. Habits and rituals for applying Lean UX teams.
4. Conducting Design Sprint workshops.
5. Conducting Insights Sprints workshops.
6. Tactics for supporting UX; Dev & Product Management team harmony.

### TOPICS INCLUDE:

- Getting user feedback quickly without compromising on quality.
- MVP vs MDP.
- Avoiding Agile shortcomings with UX process.
- Rapid User Research.
- Rapid Prototyping.
- Setting up tools and systems for collaboration and governance.
- Working with stakeholders, remote teams and vendors using Lean UX.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand how Lean UX techniques can be used to improve Agile delivery.
2. Know how to best work with Agile processes to add UX value and avoid antagonism.
3. Use rapid communication techniques and methods to speed up problem-solving, prototyping and user testing.
4. Conduct UX value adding activities using online sprint-friendly workshops.

### ESSENTIAL DETAILS:

- 8 hours (over 2 days).
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder who needs to improve how UX is done and work more effectively with Engineering.

- UX team
- Developers
- Product Managers

## Orchestrating journeys from journeys to service delivery

# > Service Design training

### COURSE DESCRIPTION:

Service Design is a Human-Centered Design approach to identifying and fixing inefficiency and disconnects in service or product-service delivery. This course focuses on learning how to use Service Design tools and techniques to improve customer journeys and improve business processes, procedures, and efficiency improvements that make services better.

### AGENDA:

1. Managing UX Design and Service Design under one group/ project/ process (roles, jobs, and process precision).
2. Unpacking the problem space- understanding customer journeys and business model and value propositions.
3. Service Blueprints.
4. Service Prototyping and testing.
5. Q & A

### TOPICS INCLUDE:

- Making the business case for Service Design.
- Digital vs Service: addressing the overlap in opportunities.
- Conducting Service Safaris and 3 more Lean Service Design techniques.
- Cross-channel needs: mapping Touchpoints, Moments, and Interactions.
- Measuring Service deployment and delivery impact.
- Improv & bodystorming techniques.
- Creating a Service transformation culture.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand the Service Design business case and how it differs and adds value to UX Design efforts.
2. Define customer journeys, touchpoints and cross-channel interactions supporting a service.
3. Create a Service Blueprint.
4. Test service prototypes.
5. Correctly blend digital and service interfaces for cross-channel experience (including employees).

### PREREQUISITES:

Participants will benefit from Ethnography, Journey Mapping and Personas courses prior to or in conjunction with this course.

### ESSENTIAL DETAILS:

- 12 hours (over 4 days).
- Online (or in-person).
- Customized with your service design challenges.
- Up to 40 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for all internal stakeholders involved in management, design and delivery of cross-channel services or product-services.

- UX teams
- Business Leaders
- Product Managers
- IT Leaders

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## Designing & Generating Emotional Value in UX

# > Emotion Design training

### COURSE DESCRIPTION:

Emotions are critical to any user experience. UX Designers need to understand how to leverage Emotion Design concepts, tools, and methods for capturing, enhancing, and measuring Emotional Value generated from a design or Customer Experience. This course covers the Emotional Value in UX Framework and discuss practical ways to apply Emotion Design to your UX strategy.

### AGENDA:

1. Designing for Emotion.
2. How to capture and apply emotional value to your design.
3. Emotion KPIs: Boosting conversion, satisfaction, fun and more!
4. A framework for generating value from emotion.
5. Applying emotion design to UX strategy.
6. Q & A

### TOPICS INCLUDE:

- Business case for emotional value (eROI).
- Empathy- what the science says.
- Prioritizing emotional responses in design.
- Case studies in emotion design.
- Measurement of emotion.
- Pleasurability: improving 'joy of use'.
- Strengthening value proposition with emotional value.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand emotion and how to find it, use it and profit from it in UX Design.
2. Make the business case for emotional value.
3. Understand emotion measurement and KPIs.
4. Apply emotional design intelligence to any design problem.
5. Apply the Emotional Value Framework to your business challenges.

### ESSENTIAL DETAILS:

- 4 hours
- Online (or in-person).
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course will help product and service designers who want to add emotional value to design of differentiated experiences, conversion or user satisfaction metrics.

- UX team
- Visual Designers
- Product Managers
- Developers
- Marketers

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## Expanding your Visual Design leadership skills

# > Visual Design for UX training

### COURSE DESCRIPTION:

The goal of the course is to reinforce and expand your knowledge of Visual Design as it relates to User Experience Design. You will get to practice UX techniques for ideating and communicating your UI/UX Design ideas. This course will strengthen your ability to prioritize, make research-based visual design decisions and assert greater design leadership throughout your organization.

### AGENDA:

1. 10 Material Design principles.
2. 15 principles of Visual Design.
3. Engaging and influencing stakeholders.
4. 16 Interaction Design Techniques.
5. How designers can best work alongside stakeholder teams
6. Q & A

### TOPICS INCLUDE:

- Working with HEART metrics.
- Quantifying your design and emotion.
- Using Sketching for Agile rapid concepting.
- Using Design Studios for stakeholder bridge-building.
- Accessibility compliance considerations.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Identify aspects of visual design that contribute to good user experience.
2. Discover new patterns for understanding how to communicate your design ideas and choices.
3. Learn about the appropriate research techniques you can use to ground and validate your designs.
4. Distinguish between poor visual design and usable design elements with your and competitor apps.
5. Learn techniques that can facilitate your role in Visual Design and improve collaboration with stakeholders.
6. Avoid common Visual Design traps and pitfalls.

### ESSENTIAL DETAILS:

- 9 hours (over 3 days).
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 30 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is aimed at UX and Visual Designers who work with organizations using design in a business context.

- UX Designers
- Visual Designers
- Product Managers
- Marketers

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## Practical Accessibility for Digital and Mobile

# > Accessibility Workshop

### COURSE DESCRIPTION:

Accessibility embraces the spirit of universal access to Web and Mobile content for all. Optimizing your design for accessibility helps you stay compliant while optimizing your code for Assistive Technology access. In this course we will teach you practical ways to understand and optimize for accessibility for both Web and Mobile guidelines and legal requirements

### AGENDA:

1. Inclusive Design and accessibility; Managing accessibility as a program.
2. 10 Principles of Accessibility for Web and Mobile design.
3. How to use WCAG 3.0 guidelines: theory vs practice.
4. The proven 3-pronged approach: Auditing; User Testing; accessible QA.
5. Designing accessibility into UX early on
6. Accessibility basics: how to handle images, forms, frames, PDFs, tables, search, 3rd party content, Keyboard, focus control and contrast issues.
7. Advanced Accessibility (coding CSS, XML/XSL, Java script, HTML5, ARIA)- issues and opportunities.

### TOPICS INCLUDE:

- How accessibility impacts usability.
- Experiencing accessibility issues with each Disability type.
- Identifying your Compliance requirements: A, AA, AAA.
- Handling dynamic content: Infographics, Animations, Visually dense images, SVG, Audio descriptions and sounds, CAPTCHA, Video, Multimedia, Live events.
- Mobile Accessibility issues and tips. (Includes new Mobile Accessibility Legislation work-arounds).

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand how to properly evaluate your accessibility.
2. Correctly comply with accessibility laws as well as meet a high standard of accessible user experience.
3. Understand how to make all types of content accessible to users with all disability types.
4. Work best with users, developers and designers to create a 'team sport' approach to inclusive design.

### ESSENTIAL DETAILS:

- 16 hours (over 4 days).
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 50 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any designer or developer who needs practical guidance on Accessibility for digital.

- Developers
- UX Designers
- Visual Designers
- Accessibility/ Inclusion Design leads

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## Increasing conversion rates with emotional impact

# > UX Writing training

### COURSE DESCRIPTION:

UX Writing is critical to creating a good experience. At its core, UX writing relies on the strategic use of words in alignment with UX goals. This course will provide ways you can support user task completion and conversion behavior with good content design. This includes affecting the navigation and flow of your website or mobile experience.

### AGENDA:

1. Developing a content UX strategy.
2. How conduct a content usability audit.
3. Using emotional impact to amplify the power of your copy/ microcopy.
4. Process strategy: improving how you create and manage content, prototypes, and copywriting.
5. Aligning the 5 pillars of content usability.

### TOPICS INCLUDE:

- Why UX Writing is important- the business case.
- Propelling your users to action.
- Tips for improving your overall UX and SEO with UX Writing.
- Inclusive Design & Ethical UX copywriting essentials.
- Content story, flow and task-supportive structure.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Create content that supports users, adds emotional value and improves conversion rates.
2. Create powerful copy that is customer-centered.
3. Understand how to improve content design and quickly improve any interface.
4. Improve user experience to help users with quick scanning, reading and comprehending, and taking action.

### ESSENTIAL DETAILS:

- 4 hours
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder who needs to learn about UX writing in order to improve impact and conversion.

- Content designers
- Business Leaders
- Product Managers
- UX Teams; UX Writers

**EXPERIENCE***dynamics*  
MAKING YOUR USERS SMILE

Increasing conversion rates with emotional impact

## > Design Thinking Workshop

### COURSE DESCRIPTION:

This course offers a hands-on method to learn Design Thinking, a cousin of Human Centered Design. In this class, you will learn how to discover new ideas that identify the right customer pain points, using empathy and rapid sketching to ideate new solutions. You will learn how to prioritize design solutions, rapidly evaluate your ideas and generate creative solutions.

### AGENDA:

1. Doing Design Thinking: unpacking tools and techniques.
2. Defining "Right Problem": Right Features to killer MVP.
3. Critical mindsets and skillsets for Design Thinkers.
4. Creating 3D profiles of your audience/ needs/ solution map.
5. Facilitating your own Design Thinking workshop for Agile teams.
6. Q & A

### TOPICS INCLUDE:

- Generating and refining big ideas.
- Sparking empathy to aid user needs discovery.
- Building requirements around features that matter to users.
- Building quick story maps to evangelize beyond your workshop.
- Prioritizing and engineering value.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Innovate more rapidly by leveraging a Design Thinking process.
2. Communicate better with developers and designers and leverage Design Thinking mindsets and skillsets.
3. Boost innovation and creativity with non-designer audiences in your organization.
4. Improve design decision-making with a systematic set of rituals and tools for problem-solving.

### ESSENTIAL DETAILS:

- 3 hours
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 40 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder who needs to innovate and develop creative solutions to complex customer problems.

- UX teams
- Business Leaders
- Product Managers
- Agile teams
- Business analysts

**EXPERIENCE** *dynamics*  
MAKING YOUR USERS SMILE

## Creating a reusable style library for consistent UX Design

# > Design Systems training

### COURSE DESCRIPTION:

Building reusable UI pattern and component libraries that capture UX best practices is essential for managing UX efforts. Beyond a Style Guide, a Design System must function to guide, direct and help creators re-use UI components and styles. This course will teach you how to create a Design System that captures the key aspects of the business efficiency underpinning design systems.

### AGENDA:

1. Business case for Design Systems.
2. What goes into a Design System and Why.
3. How to create a Design System: workflow and process hacks.
4. Elements of a good versus okay Design System.
5. Improving and expanding your Design System.
6. Scaling Design Systems across your enterprise.

### TOPICS INCLUDE:

- Starting a Design System from scratch.
- Setting up a Design System with a small team (eg. Team of One).
- What goes into a Design System.
- Tips for improving user adoption within your organization.
- Ownership and governance of Design Systems.
- Authorizing your Design System to avoid unverified UX patterns.
- Getting feedback on your Design System.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand why a Design System is so important and what it should include.
2. Set up a Design System from scratch or improve an existing Design System.
3. Build good user adoption among internal stakeholders and guarantee use of the resource for improved productivity and efficiency.

### ESSENTIAL DETAILS:

- 8 hours (over 2 days).
- Online (or in-person).
- Customized with your interfaces/ challenges.
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for designers and developers who create, use and manage UI and design assets.

- UX team
- Product Managers
- Developers
- Front-end UI/ devs

## Mapping your customer journey as a team sport

# > Journey Mapping workshop

### COURSE DESCRIPTION:

Customer Journey Mapping (CJM) provides an opportunity to follow a customer across time, place and channel to understand what is broken about a cross-channel experience. Journey maps provide a central focus for teams to make critical decisions about UX design or CX experiences. This course teaches you how to create robust journey maps with organizational-wide participation for improved success.

### AGENDA:

1. Preparing your journey mapping process
2. Running a journey mapping workshop
3. Creating the journey map
4. Implementing CJM insights and decisions
5. Managing Teams & delivery of CJM
6. Measuring CJM success in CX/UX and Service Design

### TOPICS INCLUDE:

- Business case for Journey Mapping
- Keys to Managing Organizational participation
- What causes CJM failure and how to avoid or repair this
- Insight management: How rich data can increase insights
- Digging deeper with CJM data (ecosystem mapping; value engineering; emotional value).

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Manage journey mapping as an organizational engagement process.
2. Run a workshop to gather journey mapping inputs.
3. Create a Journey map capturing robust emotional moments and stages.
4. Understand what constitutes an evidence-based journey map vs other approaches.
5. Improve UX decisions based on journey map insights.

### ESSENTIAL DETAILS:

- 8 hours (over 3 days).
- Online (or in-person).
- Up to 50 people (online) or 25 in-person (1 day).



### WHO SHOULD TAKE THIS COURSE

This course is for internal stakeholders making decisions about UX direction.

- UX team
- Business Leaders
- Product Managers
- Marketers
- Content strategists

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MAKING YOUR USERS SMILE

## Demystifying Personas- understanding customer roles

# > Personas workshop

### COURSE DESCRIPTION:

Personas are a commonly used tool in UX Design. However, how personas are created and how well they are used by cross-functional teams can vary. Personas are widely misunderstood, and their creation is often not helpful, despite their positive intent. This workshop helps you develop personas that make sense, are believable and actually function as design tools for better user advocacy, empathy and decision-making.

### AGENDA:

1. Sources of data: how to get credible persona data.
2. Interpreting personas: how to let the data speak to you.
3. Building personas: pain and joy.
4. Segmentation and prioritization.
5. Creating role-based personas.
6. Communicating & influencing with personas.
7. Managing Personas and persona lifecycles,

### TOPICS INCLUDE:

- Personas ROI.
- Generative research.
- Context of use- a critical UX goal.
- Different personas: Disability, Localization, Immersive media (AR/VR).
- Tips for gaining adoption of personas among teams.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand how persona styles differ and how to avoid classic persona mistakes.
2. Create role-based personas and use them to communicate and influence design decision-making across Agile teams and with Senior decision makers.
3. Communicate the importance of personas as well as their benefit.
4. Distinguish between good and bad personas.

### ESSENTIAL DETAILS:

- 8 hours (over 2 days).
- Online (or in-person).
- Up to 50 people (online) or 25 in-person (1 day).



### WHO SHOULD TAKE THIS COURSE

This course is for cross-functional teams that specify user requirements, features & functionality and make design decisions.

- UX team
- Marketers
- Product Managers
- Business Analysts



## Evaluating usability with users

# > Usability Testing training

### COURSE DESCRIPTION:

User testing is the most used technique for evaluating the usability of an interface or experience. The goal of this course is to introduce you to a primary usability engineering research technique (usability testing) and to give you an opportunity to practice each step involved in usability testing.

### AGENDA:

1. Planning your study: Choosing test types & styles.
2. Test plan creation.
3. Moderation skills: best practices and field-tested techniques.
4. Capturing data.
5. Reporting and analyzing data for impact with Agile teams.
6. Communicating with stakeholders.

### TOPICS INCLUDE:

- Getting the right users.
- ROI of User Testing.
- Sample size: when and to break the 5-user guideline.
- Creating tasks to test.
- Getting 'clean data' (removing moderator bias).
- User test metrics.
- Observation skills and running tests smoothly.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Understand why usability is important and how usability testing improves user experience.
2. Distinguish between usability testing and other types of research.
3. Plan a simple usability test pilot for your site or application.
4. Facilitate usability test sessions using the Think Aloud protocol.
5. Elicit design feedback from co-workers without biasing your query.
6. Report on basic usability testing observations.

### ESSENTIAL DETAILS:

- 8 hours (over 2 days).
- Online (or in-person).
- Up to 50 people (online) or 25 in-person (1 day)



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder who requires an understanding of this popular evaluation method.

- UX team
- Business Leaders
- Product Managers
- IT Leaders

**EXPERIENCE***dynamics*  
MAKING YOUR USERS SMILE

Gaining user behavior insights from the field

# > Ethnography methods training

## COURSE DESCRIPTION:

Ethnography is a core UX activity– necessary for understanding user context, culture, needs and desires. This course guides you through tried and tested approaches for digging deeper to get the most from users in-person or online. You will learn how to: Gain rapid rapport with users; Detect and identify artifacts and their meaning (physical, mental, social, emotional, and cultural); Handle subject matter expert interviews; Communicate user findings to stakeholders and most importantly how to apply insights from user interviews and behavioral observation to your design.

## AGENDA:

1. Framing your problem & Problem space distinctions.
2. Setting up the interview: Discussion Guide design.
3. Tips for gathering quality data.
4. Ethnographic interview skills.
5. Field study toolkit hands-on: observation, shadowing, depth interview, diary study.
6. Insights, analysis & evangelism.

## TOPICS INCLUDE:

- Recruiting
- Gathering insights
- Artifact types- significance and capture
- Various ethnography techniques and when to use them
- Translating observations into actionable design decisions
- Global Ethnography studies
- Virtual Ethnography

## LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Set-up an Ethnographic field study including recruiting, discussion guide design and choosing the appropriate Ethnography method.
2. Facilitate a user interview while gathering quality data.
3. Perform a hands-on activity using core Ethnography skills that can be applied to future research studies.
4. Understand how insights inform design and solve business problems eg customer conversion.

## ESSENTIAL DETAILS:

- 8 hours (over 4 days).
- Online (or in-person).
- Up to 40 people (online) or 25 in-person (1 day).



## WHO SHOULD TAKE THIS COURSE

This course is for cross-functional teams that specify user requirements, features & functionality and make design decisions.

- UX team
- Marketers
- Product Managers
- Business Analysts

**EXPERIENCE***dynamics*  
MAKING YOUR USERS SMILE

## Orchestrating customer journeys front stage to back

# Service Blueprint workshop

### COURSE DESCRIPTION:

The focus of this workshop is not just the Service Blueprint, but on effectively understanding how to shape your Service Design process for improved effectiveness. Having an implementable Service Blueprint is critical. This course will guide you through steps for creating an implementable blueprint. By attending this workshop, you will be able to create a Service Blueprint by using a real-life case study, with real customer data and a business problem to solve.

### AGENDA:

1. Front stage: How value is delivered and received.
2. Customer journey mapping.
3. Aligning Backstage/ Middle and Front stage actions.
4. Building your Service Blueprint.
5. Measuring and managing Service Blueprint success.
6. Tips for Implementing your Service Blueprint.

### TOPICS INCLUDE:

- Making the business case for Service Design
- Business model/ value proposition design
- Including stakeholders in your Service Blueprint workshop
- Measuring Service Blueprint effectiveness
- Managing product-service systems (eg digital or app-powered services)

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Create a Service Blueprint.
2. Understand what goes into a service blueprint and how to follow a bulletproof process.
3. Orchestrate cross-channel touchpoints for efficiency and seamless service delivery.
4. Manage and get the most out of a Service Blueprint.

### PREREQUISITES:

Participants will benefit from the Service Design workshop.

### ESSENTIAL DETAILS:

- 8 hours (over 3 days).
- Online (or in-person).
- Up to 40 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for all internal stakeholders involved in management, design and delivery of cross-channel services or product-services.

- UX teams
- Business Leaders
- Product Managers
- IT Leaders

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# UX Management trainings

Managing UX teams workshop

UX for Management Leadership Coaching

UX process reset workshop

Insight Sprints- Workshop

Design Sprints- Workshop



Get the most from your UX team

## > Managing UX teams workshop

### COURSE DESCRIPTION:

Managing a UX team either as a UX manager or a stakeholder is critical to profitability. UX teams, processes, and deliverables are notoriously misunderstood or subject to distortion or subversion. This workshop focuses on building UX team productivity while engaging with stakeholders and business needs.

### AGENDA:

1. Aligning stakeholders to UX activities.
2. Reviewing and repairing UX processes.
3. Engaging with specific UX team roles and building organizational flexibility to counter process rigidity.
4. Using a UX Management checklist

### TOPICS INCLUDE:

- Getting it right: confronting UX Theater, Baby Step Syndrome, and other threats to UX excellence.
- How to manage UX deliverables for 'UX as a Team Sport' vs the 'everyone doing UX' dilemma.
- Tools and tactics for confronting organizational 'force fields'.
- A checklist to help establish a Center of UX Excellence.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Manage 'UX as a team sport', including stakeholder engagement.
2. Identify UX process gaps and make the case for repairing UX process breaks.
3. Work with organizational obstacles and move key UX roles from tactical to strategic value.
4. Review UX mgmt. progress regularly.

### PREREQUISITES:

None.

### ESSENTIAL DETAILS:

- 4 hours
- Online (or in-person).
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for UX teams managers and Directors.

- UX managers/ Directors
- Business Leaders
- Product Managers
- UX Teams

**EXPERIENCE***dynamics*  
MAKING YOUR USERS SMILE

## Leadership Coaching

# > UX Management

### COURSE DESCRIPTION:

Leaders set the agenda in organizations. Understanding the needs of UX teams and moreover UX programs requires leaders to have a strategic business focus, and a laser-sharp understanding of UX process. This coaching opportunity gives leaders the business case as well as the steps for providing visibility and support to UX maturity efforts.

### AGENDA:

1. UX ROI: facts and business case
2. How to get to differentiated UX
3. Operationalizing UX excellence- tips and tactics for moving your org forward.
4. Case studies

### TOPICS INCLUDE:

- UX roles and responsibilities
- What mature UX organizations look like
- Operationalizing UX high performance
- Developing a business case for UX Management and growth.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Identify how senior managers can nurture UX programs and build centers of excellence.
2. Understand the factors contributing to high ROI products, services and teams.
3. Understand UX maturity and the requirements of your organization to perform.

### PREREQUISITES:

None.

### ESSENTIAL DETAILS:

- 30 min-2 hours
- Online (or in-person).
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for senior managers and decision makers.

- Senior Management
- Business Leaders
- Executive teams

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MAKING YOUR USERS SMILE

## UX process reset workshop

# > UX Process reset workshop

### COURSE DESCRIPTION:

Resetting your UX process is critical to strengthening your UX management efforts. Getting an accurate picture of what is happening in your organization and how current org charts interact with key UX systems, deliverables and collaboration touchpoints is the starting point. This workshop gives you a chance to re-work your UX process and improve your UX maturity with the key ROI of UX variable: process.

### AGENDA:

1. Aligning teams and developing a UX roadmap
2. Process mapping goals and force-field analysis.
3. Unpacking your current process with stakeholder interviewing.
4. Re-working current to future process.
5. Strategies for building new process adoption.

### TOPICS INCLUDE:

- Coupling UX process with UX maturity activities.
- UX maturity assessment tool
- Staffing key UX Roles.
- Organizational charts and org placement of UX teams & resources.
- Building UX momentum.
- Creating a strong culture of UX.
- Gaining operational traction with DesignOps & ResearchOps.

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

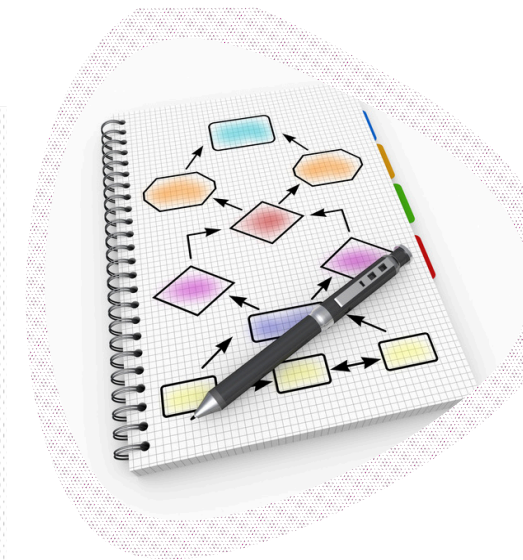
- Re-work your current process to improve UX effectiveness.
- Identify weak point in current process and address those with new org chart and/or process adjustments.
- Identify new org chart needs.
- Prepare a new process that better serves the specific needs and culture of your organization and team.

### PREREQUISITES:

None.

### ESSENTIAL DETAILS:

- 4 hours
- Online (or in-person).
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for all internal stakeholders involved in management of design and delivery teams.

- UX teams
- Business Leaders
- Product Managers
- Dev Managers

**EXPERIENCE***dynamics*  
MAKING YOUR USERS SMILE

Bringing your team along the user research journey

## > Insight Sprints workshop

### COURSE DESCRIPTION:

Insight Sprints, first proposed by Etienne Fang (Sr. User Researcher at Amazon), provide a stakeholder forum for understanding user research findings. Insight Sprints build on Design Sprints but provide a necessary deep dive into a user's problem space and context of use. This workshop teaches the method in an online-friendly workshop format.

### AGENDA:

1. Insight Sprint methodology
2. Conducting the Insight Sprint
3. Analyzing User research data
4. Creating an Insight Summary report

### TOPICS INCLUDE:

- Insight Sprint vs Design Sprint and how to use each
- Facilitating online Sprint workshops
- Tips for better productivity to online or cross-time zone collaboration
- Problem Framing and problem statements
- Identify 'right' problem from a user's perspective

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Conduct an Insight Sprint with stakeholders internally.
2. Analyze user data and prioritize findings.
3. Frame problems correctly.
4. Develop problem statements.

### PREREQUISITES:

None.

### ESSENTIAL DETAILS:

- 4 hours
- Online (or in-person).
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder who is involved in user research or UI decisions.

- UX designers
- User Researchers
- Product Managers
- Dev teams

**EXPERIENCE** *dynamics*  
MAKING YOUR USERS SMILE



From business to ideation and user input

## > Design Sprints workshop

### COURSE DESCRIPTION:

Design Sprints, proposed by Jake Knapp (Sr. UX Designer at Google and Google Ventures VC), brings Human-Centered Design to a one-week format. From objectives to user insights, sketching, prioritizing, and user testing, the Design Sprint is a quick method for bringing your team into more accurate product decision-making. This workshop teaches the method in an online-friendly workshop format.

### AGENDA:

1. Design Sprint methodology
2. Conducting the Design Sprint: essential preparations not covered in the book
3. Facilitation skills
4. Acting on you Design Sprint data

### TOPICS INCLUDE:

- Design Sprint vs Insight Sprint and how to use each
- Facilitating online Sprint workshops
- Tips for better productivity to online or cross-time zone collaboration
- Tips for keeping your attendees engaged

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Conduct a Design Sprint with stakeholders internally.
2. Facilitate sessions (online or in-person).
3. Facilitate the workshops expertly.

### PREREQUISITES:

None.

### ESSENTIAL DETAILS:

- 4 hours
- Online (or in-person).
- Up to 99 people (online) or 25 in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for any internal stakeholder who is involved in user research or UI decisions.

- UX designers
- User Researchers
- Product Managers
- Dev teams

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**EXPERIENCE** *dynamics*

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# CERTIFICATIONS

UX Practitioner Certification

UX Master Practitioner Certification

UX Facilitator Certification



## > A different kind of UX Certification

Experience Dynamics UX certifications are modeled on our successful UX engagements with Fortune 500 companies globally. True to User Centered Design, we created our certification based on student-centered (user centered) learning. The certification, unlike other popular certifications in the industry that are based on theoretical or "best practice" concepts, is aimed at giving you **practical expertise** in User Experience research and User Centered Design skills.

Experience Dynamics provides **User Experience Practitioner** and **Master Practitioner Certification** based on our immersive instruction model, called Applied Learning. The UX Certification experience has 3 levels of rigor we use to evaluate how well students acquire and assimilate skills.



**1: Learn as you go:** Do activities with peers, in an engaging classroom environment.



**2: Hands-on application:** Apply what you learn to real world business problems.



**3: Apply it to your project:** Learn to create and manage UX and UCD deliverables with your actual projects.

**Why the rigor?** Because some well known UX certifications on the market are theoretically-oriented "simple test" certifications. We want you to genuinely learn, so you can **perform like an expert**.

**Generalist over specialization:** We also want you to know how to solve any problem, so we do not specialize a certification path (eg. Mobile, Manager, etc)



Also see our UX Facilitator certification.



## > A different kind of UX Certification

### How we evaluate your learning:

We evaluate your acquisition of key UX Design and User Centered Design skills in 3 stages:

**1. Classroom Skill Check:** Classroom Quizzes (not graded). Quizzes are coupled with individual hands-on coaching.

**2. Final Project deliverables** and **Pass Written Exam** (both Practitioner and Master Practitioner).

**3. UX Master Practitioner:** Follow up support for **3 Real World projects** and **3 Mastery quizzes** (over a 12-month period). You will also work with peers on Break Out projects aimed at testing and reinforcing your skills over a 12-month period. This is facilitated with remote collaboration tools.

- In person or online training with a follow-up peer mentoring online learning experience to support your journey.
- Learn over time (Certification period lasts over 1 year for Practitioner and 2 years for Master Practitioner).
- Flexible to your professional development schedule



### What you get:

- **150pp Training Manual** per training (Digital and full color paper).
- **Mastering UX Playing Cards**- UX Practitioner and Master Practitioner expanded pack.
- **UX Checklists** handy expert shortcuts for conducting User tests, Field studies, Design Studio wireframe sessions and more.
- **Continuing educational content** and access to our exclusive UX community with over 150 training videos on various UX topics.
- **Online Portfolio review with Frank Spillers** Students also get an online UX Portfolio portal, where you can upload work and get feedback from an Industry veteran.

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## Certification program

# > UX Practitioner

### COURSE DESCRIPTION:

The Practitioner certification program teaches you core problem-solving techniques that you can apply to **any** design. This UX certification experience teaches you Human Centered Design methodology in an accelerated hands-on learning environment. We will completely guide you to rapid skill acquisition, with real-world application and rigorous learning. This is a 1-year supported experience with ongoing mentoring and skill acquisition check-ins from Master Trainer Frank Spillers.

### AGENDA:

1. Problem definition and Framing: working with business objectives.
2. Rapid Ethnography: how to conduct field studies (Journey Maps and Personas).
3. Interaction Design- translating user needs into appropriate design solutions.
4. Rapid User Testing- how to plan, recruit, moderate usability tests expertly.
5. Working with Stakeholders: workshops and organizational UX maturity methods.
6. 3 mentored portfolio projects.

### TOPICS INCLUDE:

- Storytelling skills for engaging your stakeholders.
- Improv skills for Interaction Design problem-solving.
- User Advocacy for defending needs of the user at business and design level.
- Making the business case for all your UX projects.

### LEARNING OBJECTIVES:

By the end of this program, participants will be able to:

1. Conduct all core aspects of the User Experience process from research to design and testing.
2. Design results-oriented User Interfaces with a high degree of usability.
3. Expertly plan, organize and execute: Field Studies and Usability Tests for user needs analysis and interface feedback. This includes all aspects of 'rapid ethnography' from recruiting to moderating interviews, capturing data, creating personas, specifying Interaction Design, reporting on field studies and usability tests.

### PREREQUISITES:

None.

### ESSENTIAL DETAILS/ FEES:

- Certification total \$2900 includes one-year UX Inner Circle membership (\$1,200 value) and Exam fee (\$450 value).
- 35 hours (over 7 days) + 1-year mentored Portfolio projects.
- Up to 20 people online or in-person.

EXPERIENCE *dynamics*

UX  
PRACTITIONER

CERTIFIED  
USER EXPERIENCE PRACTITIONER

### WHO SHOULD TAKE THIS COURSE

This course is for anyone UX team member who wants to learn Human Centered Design with a structured certification program.

- UX teams
- Business Analysts
- Product Managers

EXPERIENCE *dynamics*

MAKING YOUR USERS SMILE

## Certification program

# > UX Master Practitioner

### COURSE DESCRIPTION:

The Master Practitioner certification program offers Practitioners or Senior UX roles to push their skills further. In this training we learn to strengthen rapid research and design while developing UX maturity methods. Master Practitioners multiply their successes by scale UX efforts-- moving the design challenge from projects to teams. With an emphasis on ROI, metrics and data-driven decision-making, this training dives into Service Design, Emotion Design and Cross-cultural Design techniques, while maintaining a focus on organizational impact.

### AGENDA:

1. Scale UX projects at any team level: team of 1 to team of 50+
2. Advanced User Research methods: Emotion probes, Diaries, Participatory Design, Inclusion interviewing, Insight Sprints & Community-centered design methods.
3. Managing UX teams and process: Building Cultural momentum & practice.
4. Orchestration of product-service systems (Systems Thinking).
5. Cross-cultural design methods.
6. Inclusive Design process, team and asset alignment.
7. 5 mentored portfolio projects.

### TOPICS INCLUDE:

- Engaging Senior Management teams in UX Transformation.
- Design, measure and extract Emotional Value from your UX projects.
- Workshop facilitation skills.
- ROI modeling for UX.
- Setting up Metrics Dashboards and data-driven practice.
- Agile and Lean UX techniques (DesignOps and ResearchOps setup & growth).

### LEARNING OBJECTIVES:

By the end of this program, participants will be able to:

1. Use Quick Reference and Checklist Guides to manage UX projects and teams.
2. Use Service Design, Emotion Design, Inclusive Design and Cross-cultural design innovations to get the most business value from any design project.
3. Create scorecards and metrics tracking to measure emotional value, service and product experience metrics.

### PREREQUISITES:

Practitioner Certification or 3+ years in UX.

### ESSENTIAL DETAILS/ FEES:

- Certification total \$3900 includes one-year UX Inner Circle membership (\$1,200 value) and Exam fee (\$450 value).
- 60 hours (over 15 days- can be split over 1-2 months) + 1-year mentored Portfolio projects.
- Up to 10 people online or in-person.

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UX  
MASTER PRACTITIONER

CERTIFIED  
USER EXPERIENCE MASTER PRACTITIONER

### WHO SHOULD TAKE THIS COURSE

This course is for anyone UX team member who wants to advance their UX skills within a structured certification program.

- UX teams
- Business Analysts
- Product Managers

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## Facilitation training

# > UX Facilitator Certification

### COURSE DESCRIPTION:

UX Facilitation Certification provides the essential skills for bringing together UX process, deliverables and stakeholders. Facilitating UX process and teams requires an understanding of how-to bring teams together to enable communication, collaboration and user advocacy. Ultimately UX Facilitators provide opportunities for teams to be better decision-makers for their customers, using data, insight and shared business objectives.

### AGENDA:

1. UX facilitation- from business objectives to design and data sharing.
2. Types of workshops: when and why to run them.
3. How to run a Customer journey mapping workshop.
4. How to run a Service Blueprint workshop.
5. Facilitating Design Studios and Design Sprints.
6. Using UX Facilitator tips and checklists.

### TOPICS INCLUDE:

- Transferring from other roles into the UX Facilitator role.
- Communication skills for UX professionals.
- Storytelling techniques for engaging internal audiences.
- Understanding UX roles and process– and how to support them.
- UX as a Team Sport: the collaboration playbook (methods & best practices).

### LEARNING OBJECTIVES:

By the end of this course, participants will be able to:

1. Facilitate key workshops for team learning and sharing.
2. Be able to foster communication, collaboration and user advocacy.
3. Bring together stakeholders in order to improve cross-silo collaboration.

### PREREQUISITES:

None.

### ESSENTIAL DETAILS:

- 8 hours (over 2 days).
- Online (or in-person).
- Up to 20 people online or in-person.



### WHO SHOULD TAKE THIS COURSE

This course is for managers involved in bringing stakeholders together and guiding UX processes.

- UX teams
- Project Managers
- Product Managers
- Scrum masters

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# Why Experience Dynamics?





# Why train with Experience Dynamics?



## 1. Learning Fit to Your Relevant Design Issues.

You will get **exclusive access to our mastery** of usability and user centered design methodology. You will also get answers applicable to your specific product and industry, not canned, recycled guidelines.

## 2. The Latest UX Trends, Patterns and Issues

We stay abreast with issues by publishing research, experimenting with teams in our daily work and testing with users. You get **real-world evidence-based content** in the training. This means if you want to know what's happening and what works and what does not in: Google's Material Design language; Gamification; VR, AR, Mobile or Social UX.

## 3. Brain-friendly learning.

- Our trainings are designed for learning retention, engagement and fun.
- We customize content to suit your needs and improve relevancy.
- We leverage and share many years of Fortune 500 UX consulting loaded with examples and practical experience you can learn from quickly.

## 4. Learn with an Industry Veteran

- Master Trainer Frank Spillers is a globally recognized subject matter expert in UX, Accessibility, Service Design, and more.
- Frank's courses have been highly rated privately and at the Interaction Design Foundation, the largest design school in the world.





> **EXPERIENCE** *dynamics*

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Thanks

[www.ExperienceDynamics.com](http://www.ExperienceDynamics.com)