



CONTINUING EDUCATION

Course Outline

User Experience Design Fundamentals

Design websites that maximize the user's positive experience. In this course, you will simulate the work of the design team in implementing user experience design principles when planning a website. You will create user personas and scenarios; site organization and task flows; storyboards, wireframes and prototypes; and conduct usability tests. This course provides a solid introduction to the principles and activities in the UX design field and exposure to software and online tools to help you create user-friendly websites.

Who Should Take This Course?

This course is designed for those who want to learn detailed techniques to create a website based on user experience design principles. This is the first required course in the User Experience (UX) Design Certificate Program.

Course Objectives

- Analyze the business needs for a website
- Research who the users are and how they will use the website
- Create a site organization structure based on how the user will interact with the website
- Develop a design that will enable users to accomplish their goals at the website
- Create documents and tools to review and test your design
- Conduct usability testing to identify website design problems

Course Info

- Length: 18 hours
- Format: Classroom instruction, demonstration and exercises
- Prerequisite: Basic computer skills, proficiency with Windows and familiarity with internet browsing

Course Content

Analyze the business needs of a website

- Define the purpose of the website from a business perspective
- Identify the SMART objectives of the website
- Conduct a competitive analysis of a website in your field

Research who the users are and how they will use the website

- Collect user information using online resources and user interviews
- Summarize user research results
- Create user personas for your website

Create a site organization structure based on how the user will interact with the website

- Identify the information users need from the website
- Determine how the content will be organized to meet the users' needs
- Create a diagram that shows the information flow of the website

Develop a design that will enable users to accomplish their goals at the website

- Create a navigation system for the website
- Identify interaction design patterns for the site
- Sketch the interaction design for the site

Create documents and tools to review and test your design

- Identify the elements of the visual design of the website, and create low-fidelity prototypes
- Create wireframes and storyboards
- Create wireflows and storyboards that illustrate the website in use

Conduct usability testing to identify website design problems

- Create a usability test plan including task identification and a testing script
- Administer a usability test
- Analyze the results of a usability test, and identify changes to correct website design problems

Assessment /Evaluation

This course is not assigned a letter or numerical grade. However, in some cases, skill assessments may be administered during the course to gauge progress and comprehension.

Course Completion/Continuing Education Unit (CEU) Letter

If your company requires proof of course completion, or if you would like to have proof for your own records, you may request a Course Completion/Continuing Education Unit (CEU) letter **after the final session of your course**. You must attend* 80 percent of the course (or 100 percent of a single-day course) to qualify for the letter. You can [request a Course Completion/CEU letter online](#).

Certificates of Completion for Certificate Programs

To receive a Certificate of Completion for the User Experience Design Certificate, you must attend* 80 percent of the first four courses (calculated by the number of sessions in each course) and 100 percent of the Capstone course; participate in class; and satisfactorily complete the Capstone project. If you complete a certificate program by taking courses individually (not through a series), you can [request a Certificate of Completion online](#).

*Attendance for CEU letters and certificate programs is verified via the sign-in sheets provided at each class session. It is your responsibility to sign-in.

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The accommodations authorized on your forms should be discussed with your instructor. All discussions will remain confidential. Accommodations are not provided retroactively, so it is essential to discuss your needs at the beginning of the quarter. Additionally, only accommodations approved by Disability Support Services will be provided. This syllabus is available in alternate formats upon request. Green River College is an equal opportunity educator and employer. Learn more at www.greenriver.edu/accessibility.