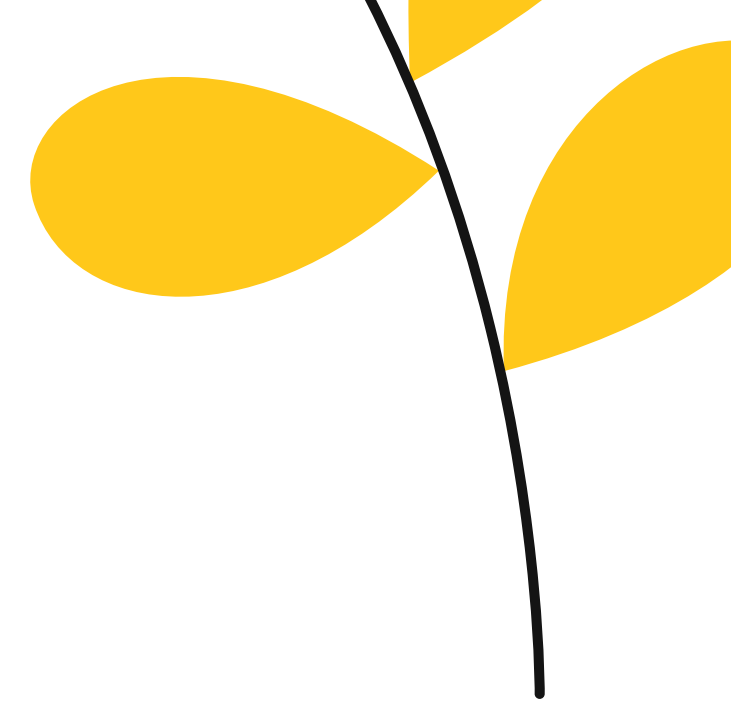# Product Design (UX)

What is Product Design(UX)

User Experience (UX) refers to the overall experience and satisfaction a user has when interacting with a product or service. This encompasses all aspects of the end-user's interaction with the company, its services, and its products. The goal of UX design is to create a seamless, efficient, and enjoyable experience for users, ensuring that the product meets their needs and is easy to use.

Course Content

Week 1: Introduction to UX Design

The curriculum typically covers the meaning of UX design, the differences between UX and UI design. Importance of user-centered design and various user research methods, including surveys, interviews, and observations, with practical sessions on conducting user interviews. create user personas and journey maps, identifying user pain points and opportunities, competitive analysis, prototyping techniques, and evaluating their UX strengths and weaknesses.

Week 2: Research and Ideation

The curriculum typically covers the advanced user research techniques such as contextual inquiry and ethnographic research, focusing on data analysis. Introduce and practice various ideation techniques, including brainstorming, mind mapping, and affinity diagrams. Develop detailed user personas based on research findings and use them to guide design decisions. Teach the creation of detailed user journey maps, identifying key touchpoints and pain points.

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Course Content

Week 3: Prototyping

   The curriculum typically covers the importance of prototyping in UX design, differentiating between low-fidelity and high-fidelity prototypes, and introduce Figma. The basics of wireframing, guiding students in creating low-fidelity wireframes and discussing best practices. Conduct hands-on sessions to create low-fidelity prototypes and emphasize the iterative nature of prototyping and the importance of user feedback. Methods for conducting user testing with low-fidelity prototypes, planning and executing testing sessions, and documenting findings.

Week 4: High Fidelity Prototype

   The curriculum typically covers the transition from low-fidelity to high-fidelity prototypes, emphasizing visual and interaction design. Introduce design systems and style guides, and how to use them in high-fidelity prototyping. Plan and conduct user testing sessions with high-fidelity prototypes, documenting feedback and identifying improvement areas.

Course Content

Week 5: Usability Testing

    The curriculum typically covers the the importance of usability testing in UX design, discussing different methods and their applications how to plan and conduct usability tests. Conduct usability testing sessions, collecting and analyzing data to identify usability issues. Discuss techniques for evaluating and prioritizing usability issues based on test findings.

Week 6: Design System

    This covers the introduction of the concept of design systems and their role in maintaining consistency. How to create and use style guides in high-fidelity prototyping. Develop skills in maintaining a cohesive design language across the project. Refine high-fidelity prototypes by integrating design system principles.

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