

## UX

### Overview

UX Track gives you the ability to create User Interface Design with focus on optimal efficiency, simplicity and functionality to create remarkable mobile apps. That improves the experience and usage of mobile apps to make people love it.

You will learn all required knowledge starting from dealing with idea to create a full interactive e proto.

### Objectives

- Know how to create UI design for different platforms.
- Why/How to create User Centered Design (UCD)
- What is UX & how to apply it for mobile?
- How to sell UX to others in your organization & Learn tips for promoting UX as a competitive advantage.
- Making usable mobile applications

### Audience:

- Mobile UI Designers, Mobile GFX Designers, Mobile Developers, anyone who is interested in mobile Design or Anybody who works on a project that has a user interface.
- Executives, managers, project manager and marketers in mobile application industry; will gain helpful knowledge.
- Web Designers who want to Design mobile applications.

### Prerequisites:

This course is not targeted at experienced usability professionals who already know the foundations of the UX discipline.

Outlines:

## UX – (Continued)

### What This Course is — and is NOT

This course aims to teach you how to think about user experience and to provide the conceptual foundation to facilitate further learning. This course does not teach the details of how to do user research.

### Outlines:

- Getting started
  - Designing applications for mobile
  - Best practice: Designing applications for mobile.
  
- What is UX?
  - What is the importance of UX for users & developers?
  - What is the difference between Great & bad applications UX.
  
- Usability
  - Usability 10 heuristics.
  - Usability Testing
  
- Understanding people
  - Age and gender differences
  - Cognitive aspects of user behavior
  - People with disabilities
  - Platform factor.
  
- Creating UC Design.
  - Brainstorming
  - Profiling & Personas
  - Sketching
  - How to create story board before designing?

## UX – (Continued)

- Three key principles of application design & Accessibility.
- Constraints of designing for mobile devices.
- 3 Stages of application design & best practice.
  - Stage 1: Understand the product requirements and user goals.
  - Stage 2: Develop the concepts and build the workflow.
  - Stage 3: Organize the content on the screen.
  - Stage 4: Incorporate the visual design.
- Prototyping & Mockups.
  - Prototyping using prototyping tools.
  - Why creating interactive & graphical UI using prototyping tool?
  
- General Notes
  - Learn about device capabilities and features that differ from the desktop.
  - Get great tips on the intricacies of how to create and plan an app for a small screen
  - Gain a better understanding of the mobile landscape, including users, devices and common usage scenarios & context.

## UX – (Continued)

- Three key principles of application design & Accessibility.
- Constraints of designing for mobile devices.
- 3 Stages of application design & best practice.
  - Stage 1: Understand the product requirements and user goals.
  - Stage 2: Develop the concepts and build the workflow.
  - Stage 3: Organize the content on the screen.
  - Stage 4: Incorporate the visual design.
- Prototyping & Mockups.
  - Prototyping using prototyping tools.
  - Why creating interactive & graphical UI using prototyping tool?
  
- General Notes
  - Learn about device capabilities and features that differ from the desktop.
  - Get great tips on the intricacies of how to create and plan an app for a small screen
  - Gain a better understanding of the mobile landscape, including users, devices and common usage scenarios & context.