



UX (User Experience) Training Course Brochure

2 Day Practical Workshop



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The Right Fit.....For You

User centered design techniques help you understand your users better, improve the user experience and so increase sales and improve customer satisfaction.

Our two day UX (User Experience) Training course will give you techniques and tips for designing interactive products that deliver happy customers and measurable business benefits.

By getting the specification right early in the design process, projects are completed to time and budget without expensive last minute revisions.

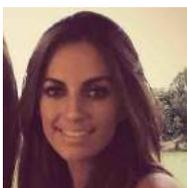
This is a highly practical course and scenario based exercises and group discussions will be used throughout. Exercises are based on preparing two interactive products in two teams. Each team designs a product, drawing on members of the opposite team to act as usability test subjects.

Below you will find a proposed course outline.

Our trainer can also work with you before the course to get your input and tailor the content as needed.

"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats



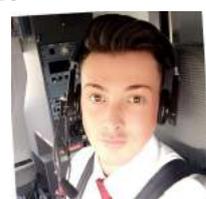
"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

Specific reasons to choose DCM:



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Experienced: We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



You're in Good Company

We work with small and large companies, individuals, Government Agencies, Universities and blue chip companies such as Google, AIG, Glaxo Smith Kline, and Symantec, so you can have confidence in our ability to deliver the results you want to achieve.





UX (User Experience) Training Course

COURSE OVERVIEW

Our two-day UX (User Experience) Training Course will give you techniques and tips for designing interactive products that deliver happy customers and measurable business benefits.

User centred design techniques help you understand your users better, improve the user experience and so increase sales and improve customer satisfaction. By getting the specification right early in the design process, projects are completed to time and budget without expensive last minute revisions.

This is a very practical, interactive course with a chance to try out every major step in the user-centred design process. Exercises are based on preparing two interactive products in two teams. Each team designs a product, drawing on members of the opposite team to act as usability test subjects.

LEARNING OUTCOMES

By the end of the course each learner will be able to understand:

- How user-centred is your organisation?
- The user experience process
- Understanding the different tools used in user experience work
- The how, what and why of experience strategy
- Communicating user experience across the business
- Building a business case for user experience
- How to brief and scope user experience work
- Multi-channel and user experience best practice

Below you will find a proposed course outline detailing all the topics covered on the training programme.



Course Content

TOPIC 1: INTRODUCTION TO USER EXPERIENCE

- The remarkable benefits of a good user experience
- What UX (User Experience) and user-centred design (UCD) are, and how they relate to each other
- The four principles and five core techniques of the UCD process

TOPIC 2: PLANNING AND MANAGING USABILITY

- How to justify the value of UX and UCD and make it happen in your organisation
- How UCD and agile methodologies like scrum fit together
- How to squeeze UCD to fit the constraints of smaller projects

TOPIC 3: CONTEXTUAL RESEARCH

- What different contextual research techniques exist from 'in-depth' down to 'budget'
- How to run fun and effective contextual research sessions

TOPIC 4: CONCEPT DESIGN

- How to lay the foundations with affinity sorting, personas and scenarios
- Effective tips for enabling good ideas to happen
- How to prioritise features and 'un-features' to deliver the best user experience within your business constraints

TOPIC 5: PROTOTYPE DESIGN & USABILITY TESTING

- How a 'prototyping culture' can allow project teams to create higher quality designs faster
- How to choose between lo-fi prototypes and hi-fi prototypes; Quick and effective ways to develop interactive prototypes
- Why rapid iteration is essential to providing the best user experiences



Kellie Link

Training Associate

Kellie has worked across the globe – Tokyo, New York, Silicon Valley, Washington, London, Manchester, Edinburgh, Dublin – as a Digital Strategist and UX lead. She is multi-lingual and comfortable working with multi-national and global teams.

She specialises in designing and implementing UX programs for large-scale digital initiatives, which requires seeing the bigger picture amongst changing customer expectations combined with the complex systems that sit behind an organisation's existing products and businesses.

Clients Include:

- Thomson Reuters
- Toyota Europe
- Fidelity Investments
- IBM
- Sony Music Entertainment
- Goldman Sachs

Areas of Expertise:

- Digital strategy
- Governance and standards around UX
- Information Architecture
- Art Direction
- Creating scalable systems to help define and align with long term product or organisational strategy



Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

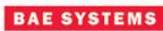
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

- ☎ 01 5241338
- ✉ dublin@dcmlearning.ie
- 📍 Guinness Enterprise
Centre

CORK

- ☎ 021 2429691
- ✉ cork@dcmlearning.ie
- 📍 Atrium Business Centre
Blackpool Business Park

DROGHEDA

- ☎ 041 9865679
- ✉ drogheda@dcmlearning.ie
- 📍 24 Laurence Street
Co. Louth