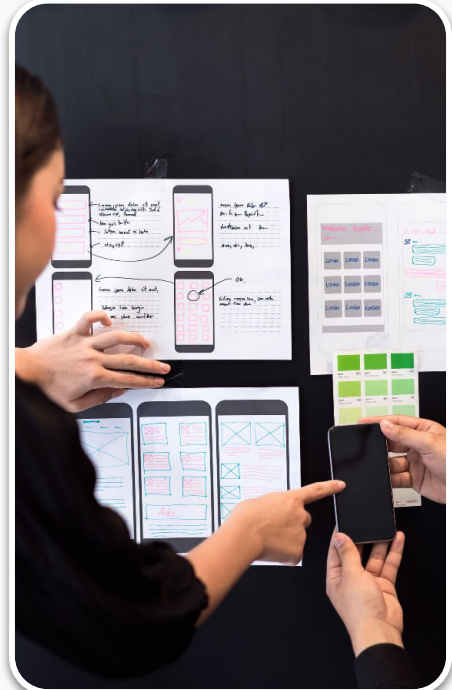
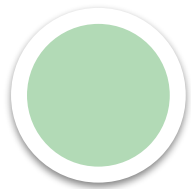


User Interface & User Experience Design (UI/UX) Training

Create Seamless Experiences Through
People-centric and Data-driven UX Approaches





Course Description



User Experience Design goes far beyond the tech industry, it looks into real life experiences that change the way people do everyday things. Great design will reach people in crucial areas of their lives: catching an airplane home, connecting with a relative, or capturing their child's first steps.

A UX designer must take into consideration the circumstances, emotions, and priorities of users during their daily lives, design for them and hopefully make things that little bit better.

This course focuses on the principles and techniques in the design of good user experience. It will take you through the phases of the user experience design life cycle, with an emphasis on User Research. Throughout the course, you will learn and apply various UX principles and best practices through scenarios, examples, and exercises. You will also deep dive into the world of User Interface design, and be able to evaluate what makes a good user interface and finally, be equipped with the tools to conduct your own Usability Test.

Step into the minds of your customers with UX and create experiences that they'll love.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From **\$386.10** (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

This course is suitable for anyone who wants to understand UX design. It is particularly valuable for:

- Aspiring designers
- Graphic designers and professionals working in other design sub-disciplines looking to transition into a career in UX Design.
- Software engineers
- Students
- Business owners and entrepreneurs
- Product managers
- Marketers
- Anyone curious about UX design and looking to apply the principles to various industries



Course Highlights

User experience design is a combination of various disciplines, tools, methods, and frameworks that enable you to solve real problems and create products and experiences that are truly functional, useful and enjoyable.

The user is at the core of how and why the functionality is created. Learning and practising User Experience as well as User Interface Design will give you the opportunity to immerse yourself in habits and patterns of human behaviour and know why people do what they do.

This course will explore the various facets of User Experience and User Interface design, give you a hands-on experience at creating wireframes and provide you with numerous tools and frameworks that you can apply.

You will learn:

- Design Thinking and its integral part in UX Design to create solutions and solve problems
- Approach UX Design and Design thinking as a problem-solving method
- Be equipped with industrial UX tips and best practices to create:
- A good visual experience (graphic and UI designs)
- Loyal customers and brand ambassadors
- Execute UX Research Techniques and how the information gathered can allow you to:
- Know your target market better – customer insights, demographics, and the creation of customer personas to know who you are designing for
- Apply UX Design to other industries through User Experience Research and the UX Honeycomb
- Create Customer Journey Maps
- Construct simple wireframes with Miro
- Know what is UX writing and create your own UX write-ups through exercises as part of the Interface Design
- And much more

Course Objectives

By this end of this course, you will be able to:

- Understand the UX design process and how it can help businesses
- Know what makes a good User Experience
- Understand what the users experience when the marketing campaigns reach them
- Understand user behaviours and know how they interact with your business
- Create User Personas and utilise them in the UX design process for their business objectives
- Understand secondary research methods of seeking information about users
- Understand the UX Honeycomb and how it can shape products/experiences that are valuable
- Apply UX Honeycomb principles to social media campaign planning
- Understand what makes a great User Interface
- Set up an Information Architecture (IA) Structure, Content Inventory, and Sitemap
- Create a paper website wireframe and port it over to a simple prototyping tool
- Understand what a Usability Test is and why it is so important
- Develop their own Usability Test Plan for a specific product or service

Certification

A SkillsFuture **WSQ Statement of Attainment (SOA) – User Experience Design** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ User Experience and User Interface (UI/UX) course assessment and achieved at least 75% attendance.



Course Outlines

Introduction to User Experience (UX) Design and its roots in Design Thinking

Instructor-Led | Mode of Delivery (Lecture, Group Discussion, Group Presentation)

What is Design Thinking?

- The 5 Steps of Design Thinking
- How Design Thinking and UX Goals are aligned
- Common Misconceptions about Design Thinking

What is UX Design?

- Key differences between User Experience (UX) and User Interface (UI)
- Why is UX Design so important?
- The UX Design process
- What are good and bad User Experiences?

Solving problems the UX Design way!

Instructor-led | Mode of Delivery (Lecture, Demonstration and modelling, Individual Exercise)

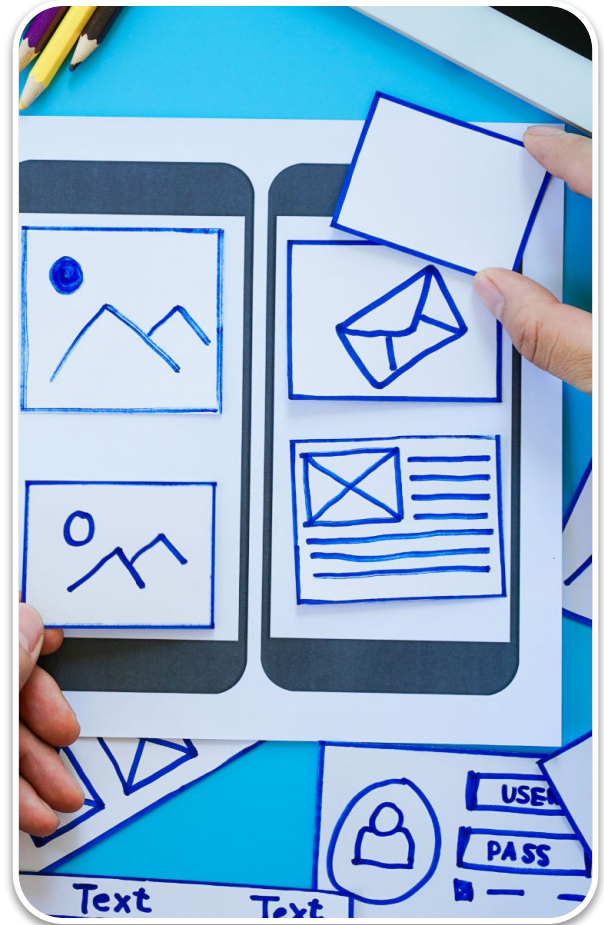
- Problem Statements – a method for identifying all forms of business issues
- Using UX to boost each stage of your Conversion Funnel
- Understanding user perspectives at each stage of the Conversion Funnel
- Understanding your potential customers

Course Outlines

Understand your customers better with UX

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling, Practice and Feedback)

- Why is user research so important?
- Essential steps in the UX design process
- User personas
- Why are user personas important?
- Benefits of user personas
- Characteristics of a good user persona
- Scenarios and personas



Course Outlines

User-Centric Approach to Marketing

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling, Practice and Feedback)

- What is first-hand Information?
- Where can we find first-hand information?

Empathy Mapping

- What are Empathy Maps used for?
- Characteristics of an Empathy Map
- Why and when to use it?

Customer Journey Mapping

- What it is used for
- Characteristics of a Customer Journey Map
- Why and when to use it

Other Exercises to try with your users

- Personification Exercise
- Love Letter Exercise

What is the UX Honeycomb?

- Facets of the UX Honeycomb
- From Peter Morville's version to Katerina Karagianni's version

Course Outlines

User Interface Design (UI Design)

Instructor-led | Mode of Delivery (Lecture, Practice and feedback, Demonstration)

- Tips for creating a great user interface
- Website Checklisting
- Paper Sketching
- Transferring your Paper Sketches onto a Prototyping Tool

User Experience Writing (UX Writing)

Instructor-led | Mode of Delivery (Lecture, Practice and Feedback, Demonstration)

- UX writing is a Design Discipline
- Why is UX writing so Important?
- What does a UX Writer do?

User Experience Writing (UX Writing) (cont.)

Instructor-led | Mode of Delivery (Lecture, Practice and Feedback, Demonstration)

- UX writing Examples
- UX writing Exercise

Information Architecture

- What is Information Architecture (IA)?
- The role of an Information Architect
- Creating your Content Inventory
- Combining your Content Inventory with your Sitemap

Course Outlines

User Testing / Usability Testing

Instructor-led | Mode of Delivery (Lecture, Practice and Feedback)

- Usability tests – why are they so important?
- How to conduct a simple usability test
- Creating and using a Usability Test Plan
- Conducting your own usability test and how to keep it smooth
- Other forms of testing

Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation



Trainer Bio

Jeremiah Lim

Having started as a F&B Marketer, Jeremiah spearheaded some extremely successful campaigns for notable F&B Groups such as Strumms Holdings, The Clan Restaurant, and Mel's Place. He worked in-house as Head of Marketing with several F&B groups before starting UNGRUMP, where he has worked with clients such as Venture Capitalist Goodstartup, Singapore Maritime Institute, Drinks & Co, TAD Coffee, Havas Media, Celebrity Chef Martin Woo, Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia. Jeremiah is an experienced trainer with over 12 years of industry experience, with a WSQ Advanced Certificate in Learning and Performance (ACLP).

**Only one trainer will be facilitating per class.*



Why Learn with Equinet?



Access recorded sessions of live classes

Replay parts of the course from your in-person or online classes. An excellent recap method.



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$584.10
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$386.10
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$584.10
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials



“Jeremiah was an engaging instructor who uses a lot of examples to help you better understand UI/UX, which is good because the basis of UI/UX is to understand the user experience even in our daily lives – from opening a door to looking through a website. I also like that he doesn’t read off the slides and gave us a deeper understanding of the points he was explaining.”

Nicole Chai



“Jeremiah’s wealth of experience in the F&B industry allows him to explain a lot of the concepts in that context, which is helpful for me to understand how UX/UI can be applied in different areas.”

Lim Yoke Peng



“Jeremiah is highly knowledgeable in UI/UX Design. He imparted great knowledge and skills for us to understand better about the UI/UX topic, that is now increasingly gaining popularity in the market.”

Mareena binte Ahmad

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

User Interface & User Experience Design (UI/UX)



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework User Experience Design | Course Code: TGS-2022014961 | Registry Period: 05 Aug 2022 - 04 Aug 2024