TriveraTech®
TECHNOLOGY TRAINING

Modern Web Developer Journey

Introduction to User Experience (UX) Design Basics for Non-Developers (TT4210)

Learn How to Create User Friendly, Interactive Designs to Engage Your Digital Audience & Collaborate with UX Pros

Course Snapshot

- **Course: Introduction to UX Design Basics for Non-Web Developers (TT4210)**
- **Duration**: 2 days
- **Audience & Skill Level:** The basic level course is ideal for product managers, content creators, graphic designers, marketing and sales professionals and others who wish to create exceptional, accessible websites that excel across devices and captivate users.
- **Hands-on:** This course is approximately 50% hands-on lab to lecture ratio. Student machines are required.
- **Delivery Options**: This course is available for in-person presentation, live online / virtual presentation, or can be presented in a blended learning or short course format. Ask about our robust Learning Experience Platform.
- **Customizable**: This course agenda, topics and labs can be further adjusted to target your specific training skills objectives, tools and learning goals. Please ask for details.

Overview

In today's fast-paced digital world, user-centric and adaptable websites are no longer a luxury – they're a necessity. By embracing UX and responsive design, you'll unlock the potential to elevate your websites, boosting user satisfaction and engagement. This, in turn, leads to higher conversion rates and a stronger online presence for your clients or organization, as well as better collaboration within your team, bridging the gap between designers, developers, and stakeholders.

Introduction to UX Design Basics for Non-Developers is a two-day, hands-on workshop designed to make these important skills accessible to people without technical web development, scripting or formal web design training or experience. As the digital landscape becomes increasingly user-centric, it's essential for professionals across various industries to understand the fundamentals of engaging, user friendly web design. Our immersive course introduces you to essential UX concepts, equipping you with the knowledge and skills necessary to create user-friendly designs and collaborate effectively with UX professionals within your organization.

This immersive course will teach you the basics of how to create intuitive and engaging digital experiences, even without a web development background. Our workshop covers essential topics such as signposting, wayfinding, and navigation patterns, as well as designing for different devices and screen sizes. You'll also explore techniques for collecting user input and feedback, incorporating valuable insights into design iterations and enhancing the overall user experience. You'll discover the power of user-centric design as our industry experts guide you through understanding user interactions, responding to common UX situations, and leveraging UX professionals within an organization. You'll also learn about organizing content, improving navigation, and laying out pages for ease of use. With 50% of the course dedicated to hands-on activities, you'll have the opportunity to apply your newfound knowledge to real-world projects, ensuring a well-rounded and practical learning experience.

You'll leave this course armed with the essential skills needed to create user-centric, intuitive, and engaging digital experiences, collaborate effectively with UX professionals, and make informed decisions about content organization, navigation, and layout in various digital projects.

NOTE: Experienced Web Developers might consider the developer-focused Mastering UX Design and Responsive Design for Web Developers (TT4213) course as an alternative.

Learning Objectives

Working in a hands-on learning environment led by our expert UX coach, you'll learn to:
- Understand user interactions and mental models: Participants will learn how users think and process information, gaining

insights into user expectations, mental models, and best practices for responding to common UX situations.

- Collaborate effectively with UX professionals: Participants will learn the role of UX in an organization, when to engage UX experts in projects, and how to communicate and collaborate effectively with UX designers and researchers.
- Organize content and design intuitive site layouts: Participants will gain the skills to create user-centric content organization strategies, apply information architecture principles, and design site layouts that are easy to use and navigate.
- Enhance navigation through design principles: Participants will learn to improve website navigation by applying signposting, wayfinding, and navigation patterns, as well as incorporating usability and accessibility considerations into their designs.
- Collect and incorporate user input and feedback: Participants will learn how to design intuitive forms and input methods, collect and analyze user feedback, and incorporate user insights into design iterations to create more engaging and effective digital experiences.

Audience

The intended audience for this course is non-web developers or individuals without a web development background who need to learn the basics of User Experience (UX) design. These participants may come from various industries and roles where an understanding of user-centered design and UX principles can contribute to creating better digital experiences and enhance collaboration with UX professionals.

Roles that would benefit from this course include:
- Product Managers: Individuals responsible for defining product features and requirements, who seek to gain a better understanding of UX principles in order to create user-centric products and collaborate effectively with UX designers and researchers.
- Content Creators and Strategists: Professionals responsible for creating and managing digital content, who want to learn UX principles to improve content organization, layout, and navigation, ultimately creating more engaging and effective user experiences.
- Graphic Designers: Designers with a background in visual design who want to expand their skillset to include UX concepts and best practices, allowing them to create more user-friendly and intuitive designs for digital platforms.
- Marketing and Sales Professionals: Individuals responsible for promoting products or services on digital platforms, who want to learn UX principles to enhance user engagement, conversion rates, and overall user satisfaction.
- Business Analysts and Project Managers: Professionals responsible for defining project requirements and overseeing project execution, who want to gain a better understanding of UX design principles to ensure the delivery of user-centric solutions and effectively collaborate with UX professionals.
- Entrepreneurs and Start-up Founders: Individuals launching their own businesses or digital products, who seek to learn UX principles and best practices to create more engaging, user-friendly, and accessible digital experiences for their target audience.

Pre-Requisites

In order to be successful in the course you should possess:
- Basic computer literacy: Participants should have basic computer skills, such as the ability to navigate and use common software applications, browse the internet, and manage files and folders on their devices. This foundational knowledge will help participants engage effectively with the course materials and hands-on activities.
- Familiarity with digital platforms: Participants should have a general understanding of various digital platforms (such as websites, mobile apps, and desktop applications) and their primary components, including navigation menus, buttons, and forms. This will help them better comprehend the UX concepts and best practices introduced in the course.
- Interest in user-centered design: Participants should have an interest in learning about user-centered design principles and applying them to real-world projects. This motivation will facilitate engagement in the course and enable participants to effectively incorporate the learned concepts into their work or future projects.

Related Courses | Trivera's Web & UX Developer Foundation Suite
The following courses are a subset of our UX and web developer essentials offerings. Please visit out site to see the complete catalog.

- TT4002 HTML5/CSS3 Essentials
- TT4003 HTML5/CSS3 & JavaScript Essentials
- TT4110 Modern JavaScript Essentials
- TT4115 JavaScript & jQuery Essentials
- TT4210 Introduction to UX Design Basics for Non-Developers
- TT4213 Mastering UX Essentials for Experienced Web Developers

Next Steps / Follow-on Courses: We offer a wide variety of follow-on courses for foundational or next-level UX, web development and design skills, programming, full stack web development, mobile development and more. Please see our **Web & Mobile Developer Journey Courses & Learning Paths** for options based on your specific role and goals.

Course Topics / Agenda

1. **Understanding Users and Their Interactions**
- How users think
- Mental models and expectations
- Common UX situations and best practices

2. **The Role of UX in an Organization**
- Importance of UX in projects
- Collaborating with UX professionals
- When to engage UX experts in projects
- Hands-on Activity: User Journey Mapping
  - Creating user personas
  - Mapping user journeys for a sample website
  - Identifying pain points and opportunities for improvement

3. **Organizing Content and Designing for Ease of Use**
- Content organization strategies
- Information architecture principles

- Designing an intuitive site layout
- Hands-on Activity: Creating a Site Structure
  - Brainstorming and organizing content for a sample website
  - Developing a site structure and information architecture
  - Presenting and discussing the results

4. **Enhancing Navigation**
- Signposting, wayfinding, and navigation patterns
- Improving navigation through design
- Usability and accessibility considerations
- Hands-on Activity: Designing Navigation
  - Creating navigation elements for a sample website
  - Testing and refining the navigation design
  - Sharing and discussing the results

5. **Laying Out Pages for Ease of Use**
- Principles of page layout and design
- Visual hierarchy and consistency
- Designing for different devices and screen sizes
- Hands-on Activity: Creating a Wireframe
  - Designing a wireframe for a sample website
  - Incorporating navigation, content organization, and layout principles
  - Presenting and discussing the results

6. **Collecting User Input and Feedback**
- Designing intuitive forms and input methods
- Collecting and analyzing user feedback
- Incorporating user feedback into design iterations

Course Wrap-up and Q&A

Setup Made Simple with our Robust Learning Experience Platform (LXP)

All course software (limited versions, for course use only), knowledge checks, digital courseware files or course notes, labs / data sets and solutions, live coaching support channels (as applicable) and rich extended learning / post training resources are provided for you in our "easy access / no install required" high-speed Learning Experience Platform (LXP) remote lab and

content environment. Our tech team works with every student to ensure everyone is set up with working access and ready to go prior to every course start date, ensuring a smooth delivery and great hands-on experience.

For More Information

For more information about our dedicated skills-focused training services (instructor-led, self-paced or blended), collaborative coaching services, robust Learning Experience Platform (LXP) solutions, Career Experiences, public course schedule, partner programs, courseware licensing options or to see our complete list of course offerings, training solutions and special offers please visit us at **www.triveratech.com**, email **Info@triveratech.com** or call us toll free at **844-475-4559.** Our pricing and services are always satisfaction guaranteed.

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