



## **Program Introduction**

## **Design Thinking Workshop**

### **UX Design Creative Process Overview**

- The principles of user-centered design
- Iterative design process: definition, research, interpretation, idea generation, prototyping, and evaluation

### **UX Design Research Methodologies**

- Target segmentation
- Initial hypothesis and point of view
- Primary research vs secondary research
- Methodologies: survey, interview, focus group, contextual inquiry, culture probe, social listening, and keyword research

### **Benchmarking and Competitive Analysis**

- Guest Lecture

### **UX Design Documents and Deliverables**

- Persona
- User Story
- Empathy Map
- User Journey
- Scenarios
- Storyboard
- Site-map
- Wireframe
- Wireflow

### **Prototyping Process and Techniques**

- Discovery and Testing Methodologies
- Low-fidelity Prototypes
- High-fidelity Prototypes

### **User Interface (UI) Design: Theory and Practice**

- Guest Lecture

### **Production Work flow & Tools of the Trade**

- Guest Lecture

### **User Interface (UI) Design Documents and Deliverables**

- Mood board
- Style-guide
- Creating a UI system

### **Product Management Life cycle**

- Guest Lecture

## **Final Presentation**