Intro to User Experience Design

Our go-at-your-own-pace short course has 8+ hours of video lessons that will teach you the best practices for creating effective, intuitive experiences for people.

Have a question? Get in touch!

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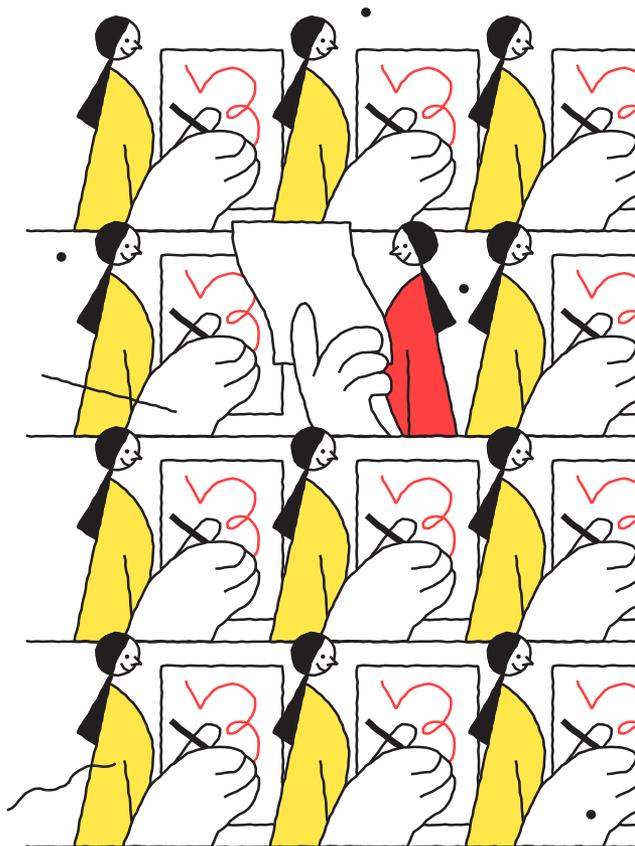
About the course

Interested in UX design but not sure where to start? Our user experience design short course will teach you the best practices you need to plan and design complex digital projects.

We'll cover all the bases of an iterative UX design process including user research, wireframing, prototyping, UI design and user testing. Learn how to think like a UX designer and confidently work on projects for yourself and clients. Students will also receive 6 months of Figma Pro free.

Who is this course for?

Anyone who wants to learn how to solve design problems using a human-centered approach and proven skills and methods. You don't need to have any experience with UX prior to taking this course.

Most of our students work in the creative and tech industries, but you can work in any industry to join the course.

What you'll learn

- What user experience is, why it's important and what goes into an iterative design process

- How to balance both business goals and user needs to create a successful digital project

- Popular research methods and how to turn insights into personas, user journeys, site maps and user flows

- How to create wireframes and prototypes to handoff to clients and stakeholders

- How to conduct user testing with real people, get feedback and make informed design decisions

- What makes a case study and UX portfolio successful, and how to make your own case studies

What you'll get

8+ hours of video lessons
Covering the basics of UX design and best practices

Resources
Resources to get you started and keep you going post-course

Continued help post-course
Help from our expert instructors with years of experience in the industry

UX design project
An end-to-end project and case study that you can use on your portfolio

Extra homework challenges
Test your knowledge!

Access to the SuperHi community
Join our Slack and our super secret group on Facebook

Lesson 1

Introduction to UX
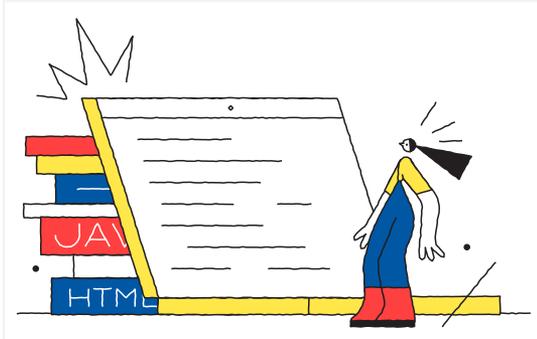
- **What is user experience (UX) design?**

- **What are the roles and responsibilities of a UX designer?**

- **How is a UX designer different from...**

- **Pillars of user experience**

- **What does a UX design process look like?**

Lesson 2

Project: Marketplace All

- **Course project introduction: creating an online marketplace**

- **We'll cover what it's like to receive a brief from a client and first steps to approaching a design project**

- **Exercise: Filling out a project questionnaire**

Do I have to finish the course in a certain amount of time?

Nope – once you buy the course, it's yours forever! You'll always have access to the lessons and our Slack community for support.

This course has around 8 hours of video lessons, so you can break down your learning however works best for you and your schedule.

Lesson 3

Research
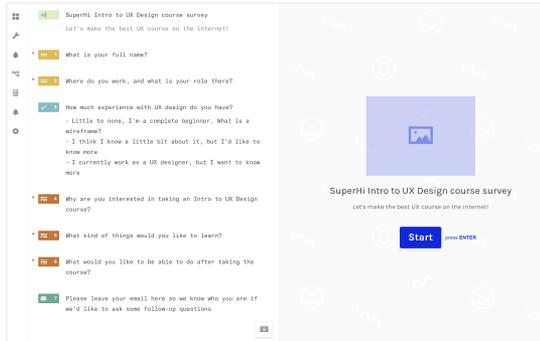
- **What's the discovery phase and where do we begin?**

- **Popular user research methods like interviews, competitor analysis, affinity diagrams and surveys**

- **Exercise: create and send out a user survey**

- **Balancing business goals and user needs**

- **Exercise: mapping out a user journey**

Lesson 4

Analysis
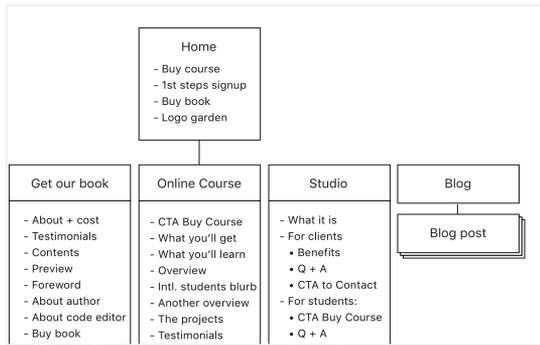
- **How to take research and insights and use it to make informed design decisions**

- **Personas, user journeys and user flows**

- **Information architecure (iA)**

- **Exercise: creating a site map**

Each lesson has an optional homework assignment.

If you'd like a little extra practice, we'll provide some optional exercises that you can complete on your own after each lesson.

If you'd like to discuss homework or have questions, be sure to check out our student community on Slack!

Lesson 4

Wireframing
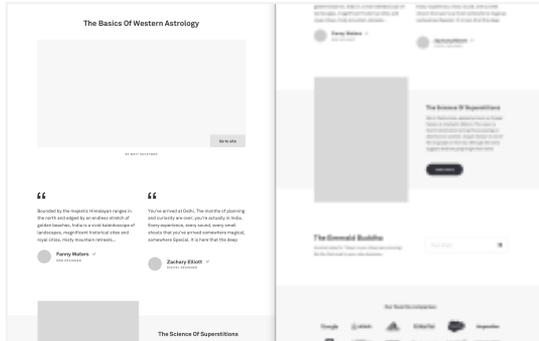
- **What is a wireframe and why are they important?**

- **Sketching**

- **Exercise: paper prototyping**

- **Exercise: build your own wireframe in Figma**

Lesson 5

Prototyping
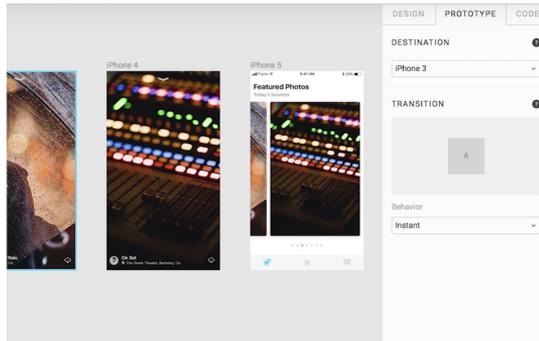
- **Introduction to prototyping**

- **Most popular design and prototyping tools in the industry today**

- **Exercise: make an interactive prototype in Figma**

Why Figma?

There are lots of tools available for designing and prototyping out there.

We'll use Figma on this course it's free, cloud-based (meaning you don't have to download anything or have the files saved anywhere on your computer) and available to both Mac and Windows users.

Lesson 6

User Testing
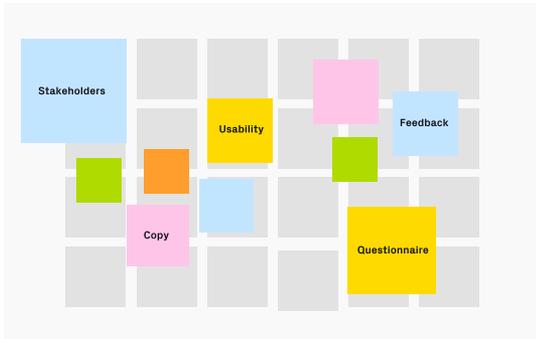
- **What is user testing and why is it important**

- **Popular methods like surveys, usability testing, A/B, focus groups**

- **Exercise: setting up and running a user test**

- **How to turn feedback into insight to inform what design to implement**

Lesson 7

Design
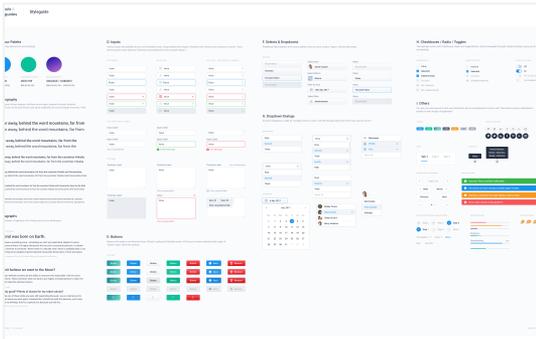
- **Introduction to visual and UI design**

  Bringing your wireframes into to
- **high-fidelity designs**

- **How to create consistent, effective designs**

Lesson 8

Wrap Up
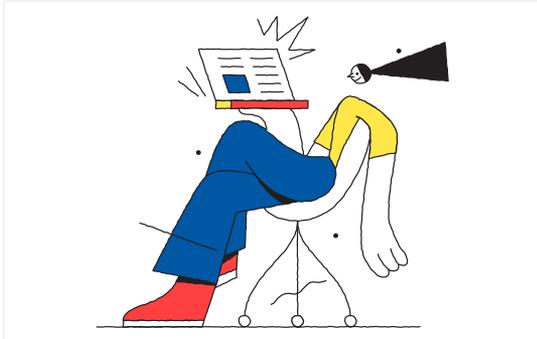
- How the UX process is a continual loop, what to do next now that you've finished the course

- We'll show you what makes a successful case study, and provide a template for your own in the future

- Exercise: make your own case study

- Resources and project briefs so you can keep learning and designing!

Continued support

If you're making your own projects after the course and need help, just ask us! We want you to make the projects you want to make.