



DIGITAL INNOVATION AND TRANSFORMATION

Mastering Digital User Experience (UX)

Course code: DIT-009

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

User Experience (UX) plays a critical role in the success of digital products, services, and platforms. Organizations that prioritize user-centered design achieve higher customer satisfaction, increased adoption rates, and improved business outcomes. This course provides participants with practical UX methodologies, design techniques, usability testing skills, and product development approaches needed to create engaging and effective digital experiences.

Why Attend

The course combines interactive presentations, workshops, practical design exercises, usability testing simulations, group discussions, case studies, and project-based learning to ensure hands-on application of UX concepts and techniques.

Who Should Attend

UX designers and aspiring UX professionals
Product managers and product owners
Digital transformation professionals
Business analysts
Web and mobile application designers
Marketing and customer experience professionals
Anyone involved in designing digital products and

— Learning Objectives

- Understand the principles and foundations of User Experience design
- Conduct user research and analyze user needs effectively
- Design user-centered digital experiences and interfaces
- Develop wireframes and prototypes for digital products
- Conduct usability testing and evaluate user interactions
- Apply UX practices within product development environments
- Create accessible and engaging digital experiences

Course Outline

**DAY
1**

Foundations of User Experience Design

- Understanding the evolution, purpose, and business value of UX design
- Exploring core UX principles, including usability, accessibility, and user-centered design
- Understanding user behavior and digital interaction patterns
- Applying research methods to identify user needs and expectations
- Developing personas and mapping user journeys to improve experience design
- Practical exercise: Conducting user research and analyzing user requirements

**DAY
2**

Designing Effective Digital Experiences

- Understanding information architecture and content organization principles
- Designing navigation systems, user flows, and digital structures
- Developing wireframes and prototypes to visualize design concepts
- Applying visual design principles, including color, typography, and hierarchy
- Creating intuitive and engaging user interfaces
- Practical workshop: Developing low-fidelity wireframes and interface concepts

**DAY
3**

Usability Testing and User Experience Evaluation

- Understanding usability testing methodologies and evaluation approaches
- Planning and conducting usability testing sessions effectively
- Collecting and analyzing user feedback to identify improvement opportunities
- Applying heuristic evaluation techniques to assess digital products
- Measuring usability, efficiency, and user satisfaction indicators
- Practical simulation: Conducting usability testing and presenting findings

**DAY
4**

UX Integration within Product Development

- Understanding the role of UX within agile and product development environments
- Collaborating effectively with developers, product teams, and stakeholders
- Applying design thinking methodologies to solve user challenges
- Identifying opportunities to improve customer experiences through innovation
- Reviewing practical examples of successful UX implementation projects
- Applying problem-solving techniques to real-world digital product scenarios

DAY
5

Advanced UX Practices and Digital Experience Innovation

- Exploring advanced UX concepts, including responsive design and adaptive experiences
- Understanding microinteractions and interactive design techniques
- Applying accessibility standards and inclusive design principles
- Evaluating digital products against accessibility and usability requirements
- Final project: Designing and presenting a user experience solution for a digital product
- Peer review, feedback sessions, and continuous improvement recommendations

— Upcoming Classroom Dates

Schedule available on request. Contact SPARK Training for current dates, locations, and fees.

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.