*Training Course:*

*Principles of User Experience and User Interface Design (UI/UX)*

*24 - 28 November 2024*
*Dubai (UAE)*

# Training Course:
# Principles of User Experience and User Interface Design (UI/UX)

Training Course code: IT235122  From:  24 - 28 November 2024  Venue:  Dubai (UAE) - Training Course Fees:  4565 □ Euro

## Introduction:

Technology and software companies require interactive and well-designed user experiences for their websites and digital applications. Achieving this requires experts in User Experience UX and User Interface UI design. Through the Principles of User Experience and User Interface Design course, designers and developers can learn the fundamental concepts and skills needed to design user experiences and interfaces that meet customer needs and enhance their experiences.

## Objectives:

- Provide participants with a comprehensive understanding of UX and UI design concepts.

- Educate participants on core design skills and necessary techniques for creating effective user experiences.

- Familiarize participants with methods for validating the effectiveness of their designs in achieving goals.

- Improve personal and leadership skills of participants to enhance the effectiveness of UX design and streamline execution processes.

## Target Audience:

- Web and digital application designers.

- Web and digital application developers.

- Digital product managers.

- Project managers in technology and software companies.

## Outlines:

Day 1:

Basic Concepts in UI/UX Design

- Introduction to UI/UX Design

- Understanding UI/UX Design Concepts

- Distinguishing Good Design from Poor Design

- Importance of UI/UX in Digital Product Development

- Understanding User Behavior and Needs

- Analyzing Data and Utilizing it in UX Design

- Designing and Developing Digital Products

- Defining Digital Product Goals

- Designing the Structure and Mocking it Up

- Defining Information Quality and Content

## Day 2:

### Market Research and Competitor Analysis

- Understanding Competitors and Analyzing Their Ideas

- Analyzing Competitors and Evaluating Their Strengths and Weaknesses

- Identifying Available Opportunities and Incorporating Them into Your Digital Product

- Conducting Various Research and Analysis Methods

- Applying Different Research and Analysis Methods to Understand the Market and User Needs

- Evaluating Data Quality and Ensuring Analysis Accuracy

- Applying Learned Concepts to UX and UI Design

- Applying Research and Analysis Results to UX and UI Design

## Day 3:

### User Interface Design

- Graphic Design for User Interface

- Core Principles of Graphic Design, Colors, and Fonts

- Creatively and Effectively Designing User Interface Elements

- User Experience Design

- Understanding UX Design Fundamentals and Applying Them to Digital Products

- Designing User Experiences that Align with Digital Product Goals

- Designing Interfaces Suitable for Different Platforms and Devices

Day 4:

Enhancing User Experience

- Improving User Experience through Data Analytics

- Analyzing Data and Understanding User Behavior to Enhance User Experience

- Enhancing User Experience through Experience Testing

- Designing User Experiences that are Easy to Test and Improve

- Conducting User Tests and Analyzing Data to Improve User Experience

- Enhancing User Experience through User Feedback Response

- Responding to User Feedback and Implementing Necessary Improvements Quickly

Day 5:

Developing Personal Design Skills

- Continuous Learning

- Seeking Resources and Training to Develop Design Skills

- Regularly Updating Digital Products to Enhance User Experience

- Designing Personal Projects

- Working on Soft Skills Improvement

- Enhancing Communication, Presentation, and Negotiation Skills to Better Develop User Experience

- Developing Leadership and Teamwork Skills to Effectively Manage Design Teams and Coordinate with Other Departments in the Organization

- Continuously Applying User Experience Design Principles

- Focusing on Continuous User Experience Improvement and Working to Enhance Digital Products

# Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

## Delegate Information

Full Name (Mr / Ms / Dr / Eng): ........................................................................................................................
Position: ..............................................................................................................................................................
Telephone / Mobile: ............................................................................................................................................
Personal E-Mail: .................................................................................................................................................
Official E-Mail: ....................................................................................................................................................

## Company Information

Company Name: ..................................................................................................................................................
Address: ..............................................................................................................................................................
City / Country: .....................................................................................................................................................

## Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ........................................................................................................................
Position: ..............................................................................................................................................................
Telephone / Mobile: ............................................................................................................................................
Personal E-Mail: .................................................................................................................................................
Official E-Mail: ....................................................................................................................................................

## Payment Method

☐  Please find enclosed a cheque made payable to Global Horizon

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## Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |