



*Training Course:
Applied Usability Testing & Intermediate UI/UX
Design Strategies*

*14 - 18 June 2026
Dubai (UAE)*

Training Course: Applied Usability Testing & Intermediate UI/UX Design Strategies

Training Course code: IT236413 From: 14 - 18 June 2026 Venue: Dubai (UAE) - Training Course Fees: 5390 € Euro

Introduction

The **Applied Usability Testing & Intermediate UI/UX Design Strategies** training program is designed by **Global Horizon Training Center** to equip professionals with advanced practical competencies in user experience design, interface optimization, and structured usability evaluation.

This program moves beyond foundational UX/UI concepts and focuses on applied methodologies, user-centered validation techniques, behavioral analysis, testing frameworks, and measurable design optimization strategies. Participants will gain hands-on exposure to usability diagnostics, user journey refinement, interaction evaluation, and data-informed design decisions to enhance digital product performance and user satisfaction.

The course bridges theory and application, enabling participants to evaluate real interfaces, conduct usability tests, interpret findings, and implement iterative design improvements aligned with business objectives.

Objectives

By the end of this program, participants will be able to:

- Apply structured usability testing frameworks in real-world digital environments
- Analyze user behavior using qualitative and quantitative research methods
- Optimize UI components based on usability heuristics and performance metrics
- Design and refine user journeys for improved engagement and task completion
- Conduct moderated and unmoderated usability testing sessions
- Interpret usability findings and convert them into actionable design improvements
- Improve accessibility, interaction efficiency, and user satisfaction
- Align UX strategy with product, business, and stakeholder objectives

Course Methodology

The program follows a practical and applied learning approach:

- Interactive lectures and structured demonstrations
- Case study analysis of real digital platforms

- Usability audit workshops
- Hands-on testing simulations
- Group-based UX evaluation exercises
- Prototype evaluation sessions
- Feedback and critique rounds
- Guided design iteration activities

Organizational Impact

Organizations that sponsor participants in this program can expect:

- Improved digital product usability and customer experience
- Reduced product abandonment and friction points
- Enhanced user satisfaction and engagement metrics
- More data-driven design decision-making
- Stronger collaboration between design, product, and development teams
- Improved digital accessibility compliance

Target Audience

This program is ideal for:

- UI/UX Designers intermediate level
- Product Designers
- Product Managers
- Digital Transformation Teams
- Front-End Developers involved in interface design
- Business Analysts working on digital products
- Marketing professionals involved in customer journey optimization

Outlines

Day 1: Intermediate UX Foundations & Heuristic Evaluation

- Revisiting core UX principles at an applied level
- Cognitive psychology in UX design
- Advanced usability heuristics Nielsen's heuristics deep dive
- Usability maturity models
- Conducting heuristic evaluations
- Identifying friction points in interfaces
- Workshop: Heuristic evaluation of a live platform

Day 2: Usability Testing Frameworks & Research Methods

- Types of usability testing moderated, unmoderated, guerrilla, remote
- Task-based testing design
- Creating usability test scripts
- Recruiting and screening participants
- Metrics in usability testing SUS, task success rate, time-on-task, error rate
- Qualitative vs quantitative UX research
- Workshop: Designing a usability testing plan

Day 3: Running Usability Tests & Data Interpretation

- Conducting live usability sessions
- Observation and note-taking techniques
- Identifying behavioral patterns
- Interpreting user feedback objectively
- Data categorization and synthesis
- Converting insights into UX improvements
- Workshop: Simulated usability testing session

Day 4: UI Optimization & Interaction Design Improvement

- Advanced wireframing and interaction refinement
- Microinteractions and behavioral triggers
- Accessibility standards WCAG overview
- Visual hierarchy and cognitive load reduction
- Error prevention and recovery design
- Iterative prototyping and validation
- Workshop: Redesigning a flawed interface

Day 5: UX Strategy, Performance Metrics & Design Implementation

- UX KPIs and performance tracking
- A/B testing fundamentals
- UX documentation and reporting
- Presenting usability findings to stakeholders
- Aligning UX strategy with business goals
- Creating a usability improvement roadmap
- Final group project: Usability evaluation & redesign presentation

Registration form on the Training Course: Applied Usability Testing & Intermediate UI/UX Design Strategies

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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