

BCS Foundation Certificate in User Experience Course

Course Duration : 24 Hours

Course code : BCS-UXF-921

1. Course Overview

The BCS Foundation Certificate in User Experience Course is designed to provide a strong foundation in user experience (UX) principles and practices. This course focuses on understanding user needs, designing intuitive interfaces, and improving the overall interaction between users and digital products.

2. What you'll learn?

- Fundamentals of user experience (UX)
- User research and persona creation
- Information architecture and interaction design
- Usability testing and evaluation
- Designing user-friendly interfaces
- UX best practices and tools

3. Target Audience

- UI/UX designers and aspiring designers
- Web and app developers
- Business analysts and product managers
- IT professionals and consultants
- Students and fresh graduates

4. Pre-Requisites

- Basic understanding of digital platforms (recommended)
- Interest in design and user behavior
- No prior UX experience required

5. Course Content (Modules)

Module 1: Introduction to User Experience

- UX fundamentals and principles
- Importance of UX in business
- UX lifecycle

Module 2: User Research & Analysis

- User personas and journey mapping
- Research methods and techniques
- Understanding user behavior

Module 3: Information Architecture & Design

- Structuring content
- Wireframing and prototyping
- Interaction design basics

Module 4: Usability Testing & Evaluation

- Usability testing methods
- Feedback collection
- Improving user experience

Module 5: Case Studies & Best Practices

- Real-world UX projects
- Industry standards
- UX tools overview