UX
Design
Institute

Professional Diploma
in UX Design

SIX MONTHS   STUDY ONLINE   TWO HOUR EXAM

Industry Advisory Council

INTERCOM   mastercard   DELL   Virgin media   HubSpot

SAP   facebook   Linked in

Credit-rated by

GCU
Glasgow Caledonian
University

University for the Common Good

Contents

Professional Diploma in UX Design

Everybody deserves
a meaningful and
rewarding career

Welcome

You're reading this because your career matters to you. And UX design is a great career choice. It's a unique mix of psychology, technology and design. It's satisfying, rewarding and meaningful work. And UX skills are in demand.

It's why we've designed a professional certification in user experience design. To give people like you a pathway into a profession that needs people like you.

You'll get a chance to shape the technology that is changing our world. Without good design, it will become a complicated, frustrating and alienating place.

The future deserves world-class UX design. And it needs more world-class UX designers.

With thousands of professionals trained across dozens of countries, the UX Design Institute is the global leader in UX education, providing a unique university credit-rated diploma.

Become a leader in your industry by becoming a certified user experience professional.

About us

The UX Design Institute is setting the standard in UX education across the globe. We have trained thousands of digital professionals across the globe, and helped them pursue successful careers in UX design.

Our students love learning with us.

4.9 ★★★★★
Google (519 reviews)

4.8 ★★★★★
SwitchUp (97 reviews)

4.8 ★★★★★
Course Report (28 reviews)

"An absolute must for every aspiring UX designer. Thank you for developing such a professional and comprehensive course."

Yakari Van Dessel
UX Designer
Intracto

"Just do it. It's backed by a university and it gives you everything you need to get your job."

Alessio Ferracuti
UX/UI Designer
IES Ltd.

"It's the best investment you could make for yourself and your career. The connections you make, the knowledge you gain, and just the confidence that you build in yourself."

Victoria Robin
UX Manager
Alltech

"I honestly can't think of any cons about this course. It was so well structured and easy to understand. The tutors are incredibly friendly and helpful."

Fiona Crombie
Product Designer
Nova Futur

Our alumni now work as UX designers with some of the world's leading companies.

Google   facebook   mastercard   IBM Watson

Aer Lingus   accenture   vodafone   DELL

Udemy   3   Booking.com   Virgin

JD   Commonwealth Bank   MISSGUIDED   trivago

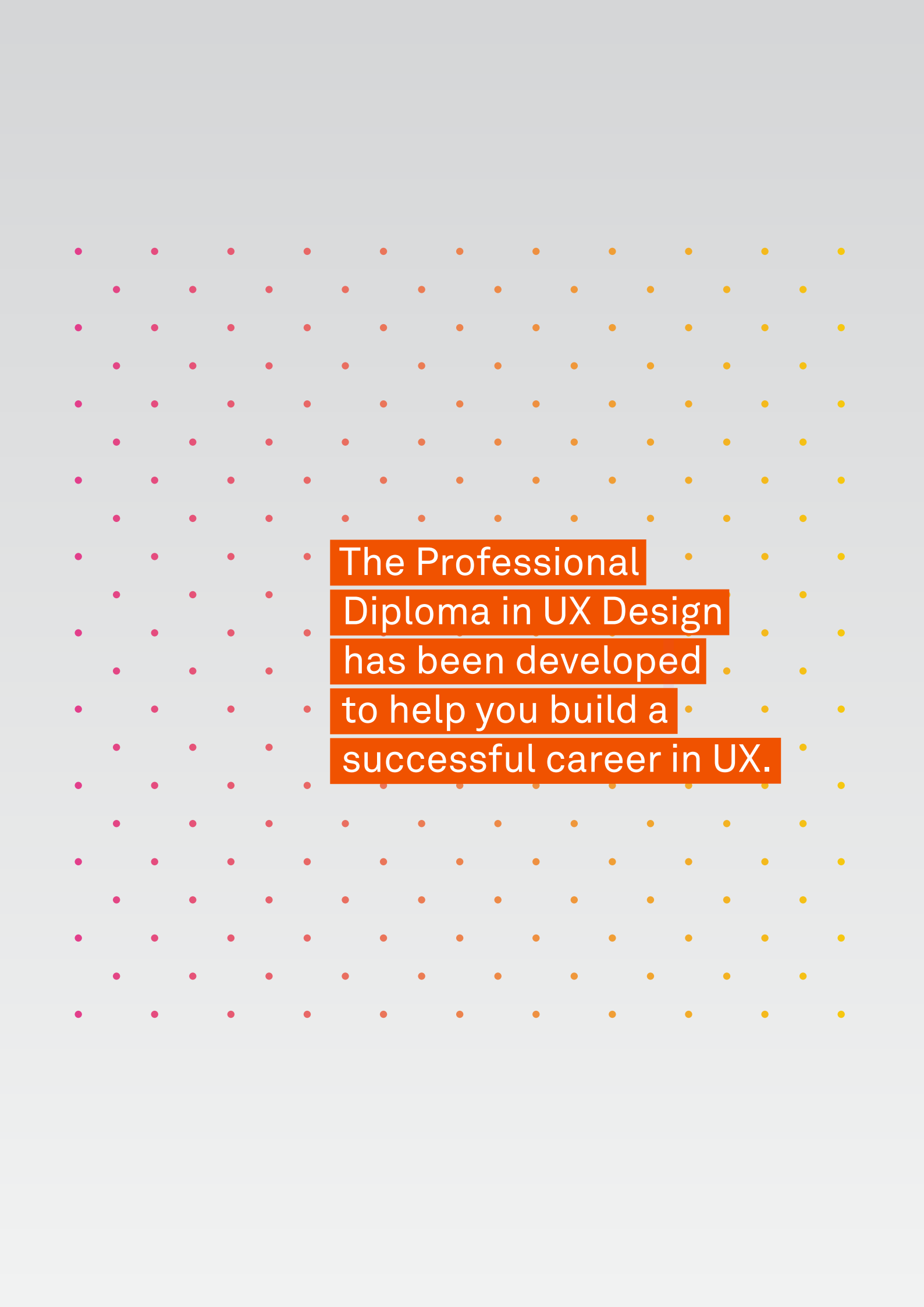FJORD   workday   Each&Other   salesforce

"

The Professional Diploma was one of my best choices

It was exactly what I needed at that time in my career. I got a cool new job as Senior UX Consultant in a big company. The Professional Diploma was one of my best choices. It was helpful, insightful, and a confidence boost.

Bogdan Haituc   *Senior User Experience Designer*   *Deloitte*

Got questions?

Speak to an Education Advisor

The Professional
Diploma in UX Design
has been developed
to help you build a
successful career in UX.

Become a Certified UX Professional

Course overview

Who is this professional certification for?

Whether you're completely new to UX, or you have some design experience, or you've already started working in UX, this course is ideal for you.

The Professional Diploma in UX Design has been developed to help you build a successful career in UX. What will you get from the course?

- You'll learn to think like a UX designer, and adopt the mindset that makes them so valuable
- You'll have the confidence that comes from a true, deep understanding of the domain
- You'll have job-ready skills and a portfolio of work to prove it
- You'll have a university credit-rated diploma, a globally recognised qualification

Upon successful completion of the course, you will become a Certified UX Professional.

What will you learn?

By earning this certification, you will be able to:

- Think like a UX designer and bring the user-centred mindset to your product design projects.

- Advocate the benefits of the UX design process and explain how the process mitigates common software development risks.

- Advocate for solving genuine user problems and use research to identify these problems.

- Prepare and conduct a variety of user research studies, including desktop and mobile usability testing, depth interviews, stakeholder interviews, card sorting and surveys.

- Combine different research techniques to develop both a broad and deep understanding of user goals and problems.

- Use affinity diagrams to triangulate research data and identify the key research insights.

- Use analysis frameworks such as customer journey maps, personas and customer value curves to clearly articulate the existing customer experience.

- Define the high-level flow and navigation for desktop and mobile software applications.

- Design the appropriate controls, rules and feedback for desktop and mobile interfaces.

- Apply the most important design principles to the design of software interfaces, including affordances, feedback, constraints, and progressive disclosure.

- Apply best practice design patterns to desktop and mobile interfaces, including chunking, visual hierarchy, smart defaults and inline validation.

- Design common desktop and mobile workflows, such as registration, onboarding, payment and complex forms.

- Design and build high-fidelity and low-fidelity desktop and mobile prototypes using popular prototyping tools.

- Design and annotate wireframe specifications for developer handover using popular wireframing tools.

##

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A life-changing course

I have just been offered a position as a UX Designer and wanted to express my gratitude to you for putting together such a life-changing course. I was made redundant at my job, (where I worked as a web designer) and within two weeks I'd been offered a position as a UX Designer on the back of the work I'd done for the course. Thank you once again to you and all the team, the course has made me more employable than ever.

Stephanie Bell   *Senior UX Designer*   *The Hut Group*

Read Stephanie's story

University-backed education

We've partnered with Glasgow Caledonian University to credit-rate the Professional Diploma in UX Design. This means the course meets the highest possible educational standards. And these standards are part of the European Qualifications Framework, a globally recognised mark of quality.
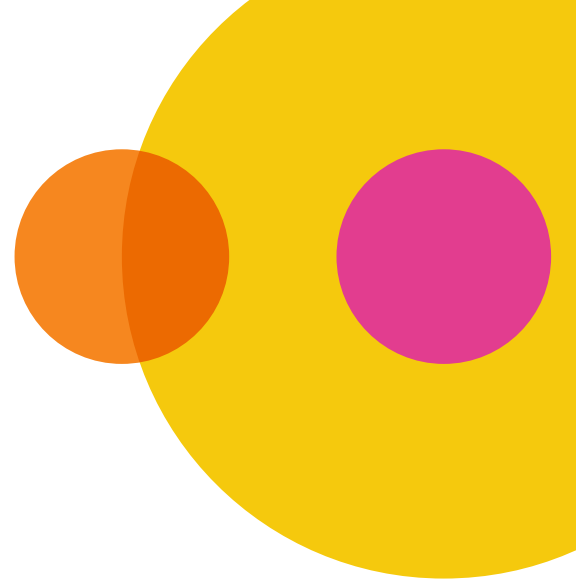
Modules

These are the 11 comprehensive modules in the course that cover all aspects of best practice UX design:

1. Introduction to UX design

2. User research

3. Analysis techniques

4. Structure and navigation

5. Interactions

6. Design principles

7. Design patterns

8. Mobile

9. Workflows

10. Prototyping and handover

11. Creating your portfolio

Got questions?

Speak to an Education Advisor

Introduction to UX design

Introduction to UX Design will give you a strong understanding of user-centred design and the mindset required to create high quality software products. You'll learn how this mindset differs from the traditional software development approach. And you will develop a clear understanding of the user-experience design process, the steps in the process, the importance of each step, and how they build on each other as the process unfolds.

You'll recognise that UX Design is a problem-solving discipline focused on building technology products that will solve problems for end-users. You'll know that the term 'experience' refers to the emotions of the end-users, and what differentiates great products is that they will create positive emotions for the end-users while they are solving their problems.

You'll become aware of the risks of traditional software development and its pitfalls, and why and how UX design can mitigate these risks with a different approach. You'll learn that UX is a research-based discipline, whereby design teams make decisions based on research conducted with end-users, and the insights gained from that research.

Topics include

- User experience
- Functional design
- Product integrity
- Product desirability
- UX design process
- Process benefits
- UX and Agile process
- User interface design

- Humans v. machines
- Feature overload
- Shortcuts
- Prototyping
- Prioritisation
- Goals, behaviours, context
- Paradox of specificity
- Mental models

User research

By the end of this module, you'll understand the importance of research as the key ingredient underpinning UX Design. Research is vital to understand the problems we are attempting to solve for users.

You'll learn about the range of different types of research, such as qualitative v. quantitative, attitudinal v. behavioural. You'll also learn how to prepare and carry out a variety of research techniques. The module will also teach you how to set clear usability test objectives, recruit users, prepare a test script, and facilitate and record usability test sessions for desktop and mobile.

You'll also learn how to set clear objectives for customer and stakeholder interviews, to prepare scripts and to conduct and record interviews. You'll also understand how to conduct card sorting exercises, online surveys, heuristic evaluations, as well as understanding the concept of A/B testing and how it helps optimise and refine existing software.

Topics include

- Research landscape
- Qualitative research
- Quantitative research
- Observational / attitudinal
- Research bias
- Phrasing questions
- Usability testing
- Defining test objectives
- Test scripts

- Finding users
- Desktop / mobile setups
- Card sorting
- Depth interviews
- Online surveys
- Stakeholder interviews
- A/B testing
- Heuristics
- Heuristic rating scheme

Analysis techniques

Through this module, you'll understand the need to analyse the research data that you gather. It's only through analysing this data that you can clearly articulate the problems that you're attempting to solve for the end-user of your digital product.

You'll become aware of the concept of triangulation - which is using multiple data sources as a way to provide a more accurate understanding of the problem to be solved. You'll understand the full range of analysis techniques available to UX designers as they attempt to address design problems.

The module will also bring you through how to prepare and facilitate an affinity diagram session and understand the benefits of the outputs. You'll also know how to prepare a customer journey map and understand its importance in capturing user goals. You'll be introduced to the idea of design personas, you'll understand the benefits of using them and you'll learn how to prepare them. You'll also be able to prepare a customer value curve and know the key benefits of using it in your design process.

Topics include

- Triangulation
- Affinity diagrams
- Customer journey map
- Personas
- Customer value curve
- Empathy map

Structure and navigation

During this module, you'll learn how to design a coherent software product, based on clear structure and navigation. The starting point for software navigation is defining a clear structure and how this relates to navigation. You'll understand the meaning of Information Architecture and how to define one.

You'll also be introduced to the concept of flow and you'll learn how to define a flow for a digital product. You'll understand the concept of navigation and how it relates to Information Architecture and common desktop navigation patterns.

Topics include

- Information architecture
- Flow
- Flow diagrams
- Screen states
- Navigation
- Global and local navigation
- Horizontal and vertical navigation

Module 5

Interactions

You'll learn how to design effective software screens and interactions during this module. You'll start by learning the components of an interaction and how these components - such as control rules and feedback - facilitate an interaction. You'll understand that feedback is the starting point for effective interaction design and will learn that wireframes are the design tool used to communicate controls, rules and feedback to developers.

Topics include

- Interactions
- Micro-interactions
- Anatomy of an interaction
- Controls
- Rules
- Feedback
- Wireframes
- Sketching

Design principles

This module will enable you to harness the power of design principles when it comes to designing software products. You'll understand that design principles are proven solutions to common problems across many different design disciplines including advertising, architecture and software design. You'll understand how the design principles of perceivability and predictability help to make the purpose and function of a product clear.

You'll also learn about affordances and how these can help communicate how a product works. You'll also understand how adhering to conventions in design can increase usability - that the principles of constraints, feedback and forgiveness allow users to flow through software more effectively. This reduces effort and errors. And you'll also be introduced to the powerful logic of Hick's Law and Fitts's Law.

Topics include

- Affordances
- Conventions
- Feedback
- Constraints
- Forgiveness
- Hick's Law
- Fitts's Law
- Progressive disclosure

Design patterns

By the end of this module, you'll be able to use design patterns to enhance the quality of your software designs. You'll learn that design patterns are techniques that allow you to bring design principles to life in software interfaces. You'll be introduced to a range of concepts including chunking, alignment, table alignment, call-to-action, visual hierarchy and progress indicators, as a way to make software more perceivable and predictable.

You'll recognise the different digital affordances and how they need to be harnessed appropriately in order to reduce errors, and the level of effort for users. You'll also learn how help, error handling and inline validation can also reduce the level of effort, reduce errors and increase the smooth flow through software. You'll also understand the concept of pattern libraries, an online resource that can help prevent designers from having to reinvent the wheel.

Topics include

- Chunking
- Alignment
- Label alignment
- Call-to-action
- Visual hierarchy
- Progress indicators
- Digital affordances

- Pattern libraries
- Smart defaults
- Help
- Error handling
- Inline validation

Mobile

This module will guide you in how to design effective mobile applications. You'll learn the different design considerations for designing desktop versus mobile products. You'll understand the key differences between responsive websites, mobile websites and native applications.

You'll also understand different mobile application types, based on the UXDI framework. You'll also gain knowledge in mobile design patterns and how they are different from desktop design patterns.

Topics include

- The mobile landscape
- Design considerations
- Responsive websites
- Mobile websites
- Native apps
- The rationale for apps
- App framework
- App types
- Unbundling
- Flows

- Mobile navigation
- Mobile navigation patterns
- Input types
- Content v. navigation
- Tap targets
- Notifications
- Displaying content
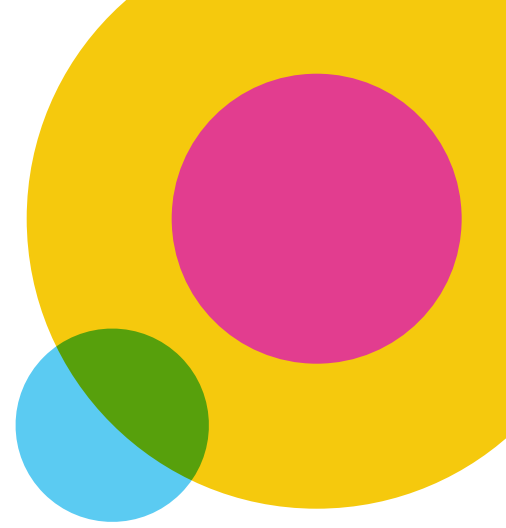
Module 9

Workflows

By the end of this module, you'll be able to define effective workflows, which allows users to complete common tasks. You'll learn how to design effective registration and onboarding workflows which allow users to access products in a smooth fashion. You'll also learn how to design effective sign-in processes for repeat users.

You'll understand the concept of complex forms and how to design them effectively. You'll also be introduced to the importance of payment flows and will learn techniques to allow you to increase the flow and the level of trust from users. You'll also learn about micro tasks and the common components that you need in order to design them effectively. Finally, you'll understand about the concept of mobile notifications and how to use them effectively.

Topics include

- Registration
- Onboarding
- Onboarding styles
- Sign in
- Complex forms
- Structuring complex forms
- Minimising workload on forms
- Payment
- Payment flow
- Microtasks (or modes)

Module 10

Prototyping and handover

In this module, you'll be equipped with the skills and knowledge to build prototypes and write effective annotations. You'll learn the differences between high, medium, and low fidelity prototypes, and the benefits and drawbacks of each. Finally, you'll recognise the importance of clear handover documentation when transitioning from design to build.

Topics include

- Low-fidelity prototypes
- Medium-fidelity prototypes
- High-fidelity prototypes
- Choosing the right prototype
- Wireframes
- Creating a clickable prototype
- Getting to a higher fidelity
- Handover documentation
- Annotating your designs

Module 11

Creating your portfolio

A portfolio is essential for any UX professional. In your final module, you'll learn how to structure your portfolio to best showcase your skills and your thought process. You'll recognise the importance of a well-structured case study in telling the story of your work. And, you'll find out where to get UX experience before you've landed your first role.

Topics include

- Introduction to portfolios
- Structuring your case studies
- Building your portfolio
- Expanding your portfolio
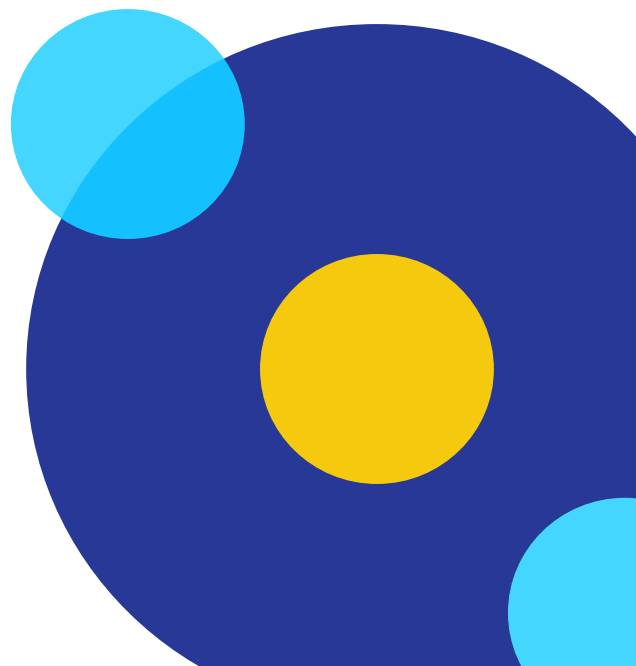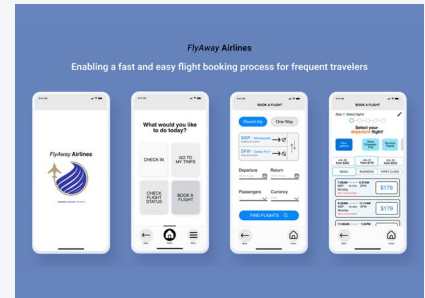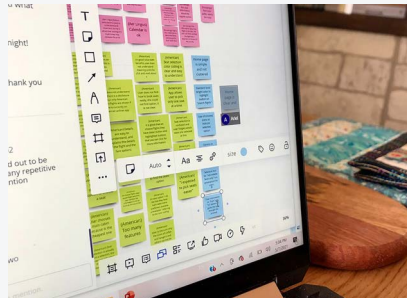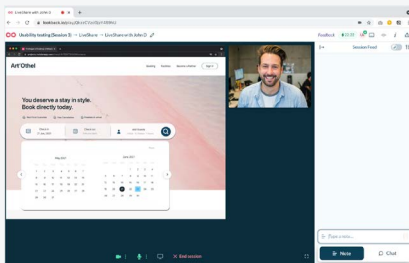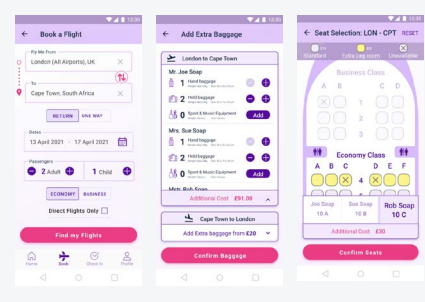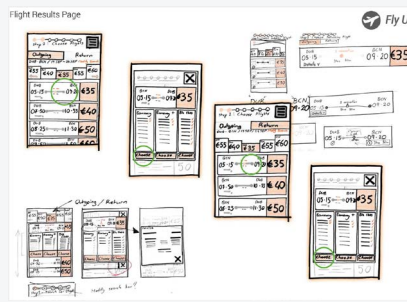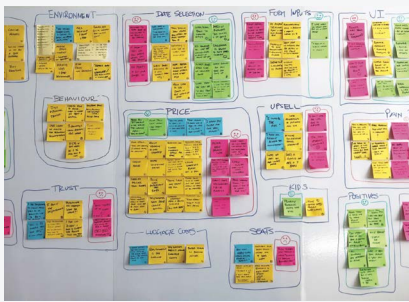
Real-world projects

There are a total of 16 projects to give you hands-on experience on all the key aspects of UX.

1	Competitive benchmark	9	Interaction design for desktop
2	Online survey	10	Interaction design for mobile
3	Note-taking	11	Prototype for desktop
4	Usability test	12	Prototype for mobile
5	Affinity diagram	13	Usability test for a desktop prototype
6	Customer journey map	14	Usability test for a mobile prototype
7	Flow diagram for desktop	15	Annotations for desktop
8	Flow diagram for mobile	16	Annotations for mobile

Michele Ernsting
to success@uxdesigninstitute.com ▾

The design and the delivery of the content is wonderful. It inspires confidence that you've applied your methods to your own programme - with great, user-friendly results.

Joseph Turton
to ellen@uxdesigninstitute.com ▾

I've learnt a tonne whilst going through the course and the projects. The team's support and friendliness is head and shoulders above anything I've experienced academically before.

Giulia Dell'Aversana • • •
Certified UX Designer
2d • 🌐

I am beyond grateful for all the learnings that this journey with the UX Design Institute has given me. It has been such a meaningful experience, with amazing mentors and very supportive colleagues. I cannot recommend this course enough!
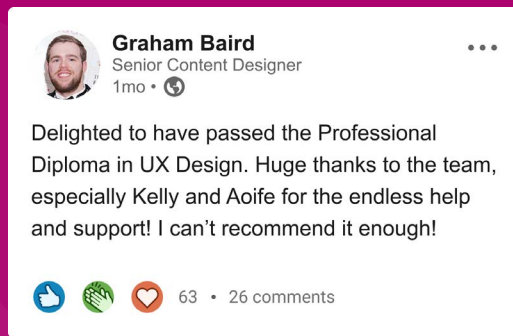
👍 🤝 ❤️ 63 • 14 comments

How you will learn

The Professional Diploma in UX Design is delivered entirely online. It's a highly flexible mix of video lectures, webinars and practical projects that you can complete at your own pace, anytime, anywhere.

Here's what your learning experience will look like:

- High-definition video lectures with accompanying downloadable course material

- Guided, step-by-step practical exercises with guidance on how to develop your own portfolio

- Regular course webinars with our world-class trainers and mentors

- The option to follow a 6-month, structured programme or do it at your own pace within 12-months

Graham Baird
Senior Content Designer
1mo · 🌐

Delighted to have passed the Professional Diploma in UX Design. Huge thanks to the team, especially Kelly and Aoife for the endless help and support! I can't recommend it enough!

👍 👏 ❤️   63 · 26 comments

Gabor Csillag May 24th at 10:49 AM
Hi everyone! Last week I passed my exam. Thank you so much UXDI team and the whole community here for all the support, it's great to be able to connect with all of you!

🙌 6   ❤️ 7

Marie Clare Doyle Aug 14th at 5:08 PM
@Aoife_UXDI @Kelly_UXDI
Hi guys. Many thanks for the replies. We are absolutely spoilt on this course with the support we get from you guys!!

🙌 2

How you will be supported

Our students are supported at every step of their learning experience. From day one, you'll be part of a vibrant community of course managers, career coaches, and fellow students. We're a warm, welcoming community that's here for you.

Our community will support you at every step:

- A dedicated and responsive course manager who's here for you during your studies

- Regular constructive feedback from world-class mentors in your course webinars

- Personalised career support from our career coaches

- Access to our active Slack community where you can talk with fellow students
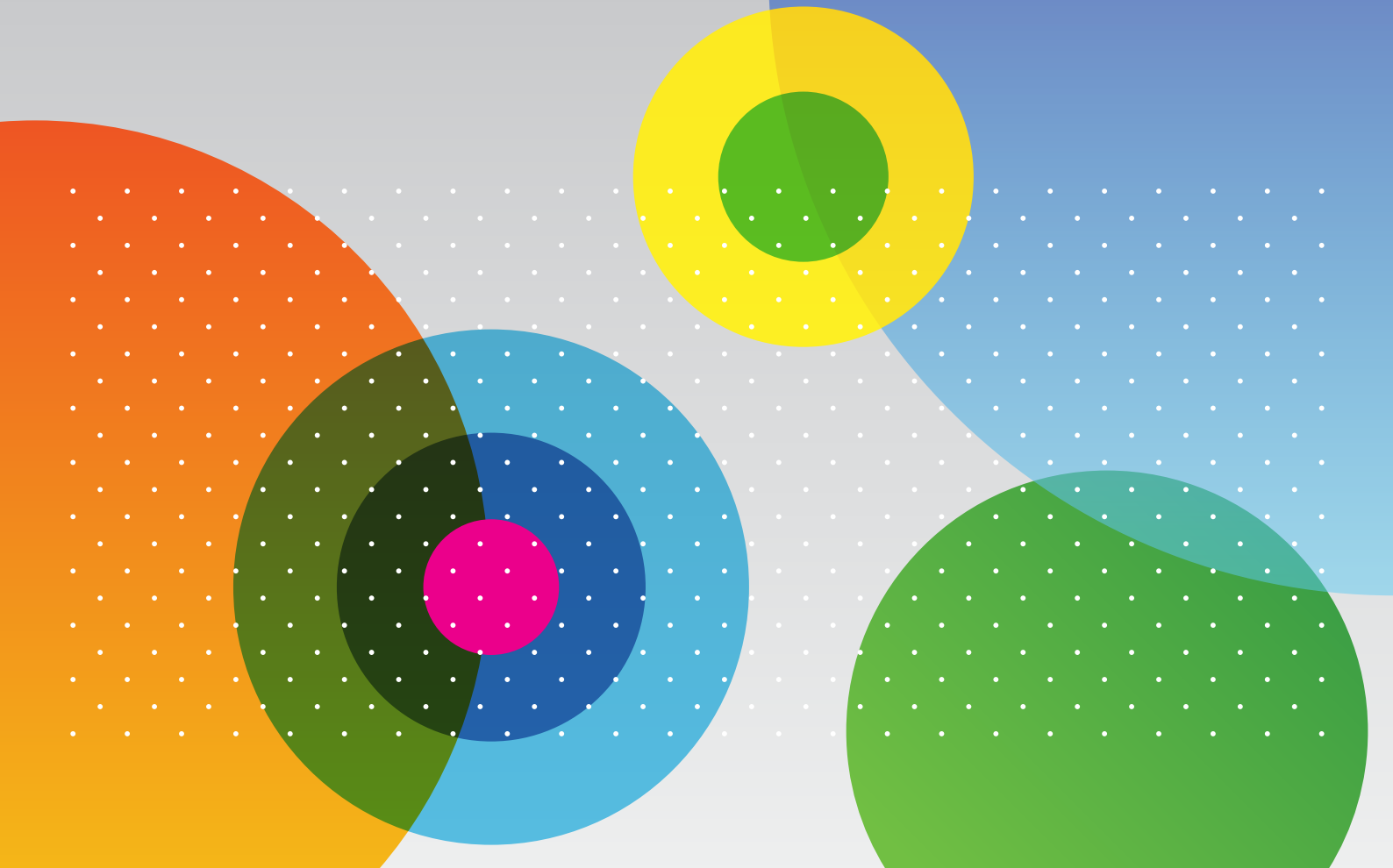
How you are assessed: project work and exam

The assessment is based on a computer-based examination. It will measure your knowledge and UX design expertise following completion of all lessons and submission of your course project work.

The duration of the exam is 120 minutes.

A range of different question formats are used, including text-based multiple-choice, image-based multiple-choice, matching and hot spot questions.

Our online assessment platform means you can take the exam online, wherever and whenever is convenient.

To meet the requirements of our university partner, the assessment platform includes a number of security features that will require you to verify your identity. This helps ensure the credibility and value of the certification that you'll receive.

Your gateway to the industry

The Professional Diploma in UX Design is industry-ready. We'll teach you the UX skills and knowledge that employers value most. And you can start building your professional network right away in our friendly, supportive community of UX professionals and students.

How we'll prepare you for the industry:

- Follow the lifecycle of a real UX project - and develop a project for your portfolio

- Get expert advice and constructive feedback from your course mentor

- Learn about the latest industry trends and topics in our lively *UX Insider* webinar series

- Earn a Professional Diploma that's validated by design leaders from top tech companies

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The UX Design Institute produces graduates with the qualities that employers find valuable

At MasterCard, we look for people with the right mix of UX skills and a problem-solving mindset. My role on the Advisory Council is to help ensure the UX Design Institute produces graduates with the qualities that employers find valuable.

Tansy Murray   *CX & Design Vice President and member of the UX Design Institute's Industry Advisory Council*

Industry Advisory Council

The Industry Advisory Council, including some of the world's largest and most influential technology brands, validates and oversees all UX Design Institute course content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Diploma are acquiring knowledge and skills that are up-to-date and relevant. The knowledge and skills that technology employers are looking for in new hires.

The Industry Advisory Council plays an important role in steering our programmes in terms of what is relevant, what is current and what is necessary. The objectives of the Council can be summarised as follows:

- Validate programme
- Define standards
- Maintain relevance
- Maintain currency
- Oversee quality
- Inform programmes
- Serve the industry

Start building your
UX career today.

Break into the tech industry with our university credit-rated course.

Start learning UX design

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