IIBA® International User Experience Design and Usability Training

Duration: **2 Day**

BİLGİNÇ IT Academy
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International Business Analysis Trainings are aligned with IIBA® BABOK® (Business Analysis Body of Knowledge®) standards. These interactive and practical trainings aims to train the participants with best of breed business analysis processes, techniques, tools and methodologies consistent with the BABOK®. They also prepare participants to IIBA® CBAP® (Certified Business Analysis ProfessionalTM), CCBA® (Certification of Capability in Business AnalysisTM) and ECBA® (Entry Certificate in Business AnalysisTM) certification exams with the latest business analysis techniques, methodologies and Harvard Case Studies.

For IT professionals we offer not only knowledge but also new perspectives and hands on practices which they can implement immediately after the training.

Who Should Attend

- Usability Specialists
- Business Analysts
- Web Designers
- Product Managers
- Enterprise Architecture Specialists
- Software Architects

Training Outline

Day 1

Foundation of User Experience

- What is Usability?
- What is User Experience?
- Usability Problems are Everywhere
- Return on Investment of Usability Studies

User Experience Design Process

Strategy Layer

- Defining the Strategy
- Defining Need
- Defining Users
  - User Profiling
  - Persona Workshops
  - Definition of Mental Model
- Definition of User Scenarios
- Context Analysis

Scope Layer

- Definition of Functional Requirements

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    - Use Cases
- Definition of Content Requirements

Structure Layer

- Interaction Design
- Information Architecture
    - Hypertext Editing
    - Database-Based Editing
    - Hierarchical Editing
    - Narrow-Deep vs Broad-Shallow Editing

Day 2

Skeleton Layer

- Interface Design
    - International Design Principles and Rules
    - Low Fidelity Prototyping
        - Wireframing
        - Sketching
        - Screen Mockups
        - Storyboards
    - High Fidelity Prototyping
    - Widgets (Primary/Secondary, Windows, Message Boxes, Dialog Boxes, Tabs, Menus, Tools, Bars, Command Buttons, Option Buttons, Check Boxes, List Boxes, Text Boxes)
    - Styles
        - Command Lines
        - Menu Selection
        - Form-Fill
        - Direct Manipulation
        - Anthropomorphic
        - Menu Design (Card Sorting)
- Navigation Design

Visual Design

- Psychological Principles
- Visual Design Principles