

CuriousCore

2-Day UX Research, Design & Testing Workshop

Dates: Refer to <https://curiouscore.com/>

Time: 9:30am - 5:30pm (GMT +8, SGT)

Location: Live Virtual Workshop

Fees: **SG\$997**

(COVID Subsidised Pricing, 10% of the course fees will go to COVID relief measures and charities to help the vulnerable)

OVERVIEW

USER EXPERIENCE (UX) is essentially about experiences that meet customers' needs and expectations. The ISO 9241 standard covering human-centred design defines UX as "a person's perceptions and responses resulting from the use and/or anticipated use of a product, system or service". It encompasses various aspects of one's experience including value, desirability, accessibility, credibility, convenience and much more. Together with CX (Customer Experience) and SD (Service Design), UX forms an integral component of the design discipline driving the businesses of tomorrow.

Global industry leaders like Apple and Google invest in UX to consistently deliver a relevant experience for their customers. When implemented well, good UX has the ability to grow engagement, build loyalty, and ultimately, deliver financial results. McKinsey's "The Business Value of Good Design" [report](#) provides a comprehensive study into the correlation between good design and business performance. Whether you are a fresh startup or an established company ready to scale, a basic grounding in the multidisciplinary field of UX will help you and your team to build products and services your users will love.

Examples on using UX for innovation and optimisation will be shared by the instructor. All students will work on a problem statement they choose throughout the course. 2 key pillars of UX practised in the digital sphere will be covered:

UX RESEARCH

Research helps with risk management in innovation projects and is often overlooked as a powerful strategic tool. This session introduces the best practices in managing the customer investigation process in order to extract applicable insights for business growth. A deep dive into the essentials of research together with a hands-on exploration of user interviews will lead you to building a research synthesis that informs how to prototype the right product.

UX DESIGN

An intuitive design meets users' specific needs and makes for a seamless and meaningful experience. In this session, you'll discover best practices from the field of usability and its core principles. You will learn to think like an experienced UX designer and practise using an actual product design platform. Graduate with an interactive design prototype to test with users and use that to sell your ideas or take it into market.

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OUTCOMES

By the end of this workshop, you will be able to:

- Maximise market and user research study ROI by applying quantitative and qualitative research methods
- Test new ideas and improve existing digital products and services through user testing and research synthesis
- Practise design thinking as a problem solving tool
- Learn to create user personas, design user flows and test/learn from your digital prototype even without any design skills
- Create a digital prototype of your product/service using [Invision](#) and [Adobe XD](#)

PARTICIPANT PROFILE

- Team leads in IT, marketing, strategy, innovation, and business transformation projects tackling digital challenges
- Graphic/visual designers or software engineers
- Business owners or startup entrepreneurs
- Technology consultants or professionals practising design thinking and/or Agile

SCHEDULE

TIME	DAY 1: UX RESEARCH
0930	Introduction to UX <ul style="list-style-type: none">• Good vs bad UX• Unlocking hidden opportunities for businesses to grow and innovate• Practice research and design techniques used by UX leaders• Discover resources to continue learning more about UX
1045	Research 101 <ul style="list-style-type: none">• Types of research• Framing the problem• Quantitative research• Qualitative research• Effective user interviews
1230	Lunch
1330	User interviews for your problem statement <ul style="list-style-type: none">• Interview customers/prospects over the phone
1530	Research synthesis <ul style="list-style-type: none">• Affinity mapping• Creating and using customer personas• User testing live demonstration• Prioritisation• Maximising research ROI
1730	End

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TIME	DAY 2: UX DESIGN
0930	Elements of UX Design <ul style="list-style-type: none">• Revision on UX Research concepts• System thinking• Native (iOS/Android) or mobile web?
1045	Making designs addictive and how leading tech companies do it <ul style="list-style-type: none">• Habit design• Habit loops• Growth loops• Design your own core value loop
1230	Lunch
1330	Wireframing and prototyping <ul style="list-style-type: none">• Sketching wireframes• Introduction to Invision & Adobe XD for prototyping• User testing your prototype
1530	Reiterate your design <ul style="list-style-type: none">• Hands-on exercise to sketch and improve design• Improving your design and content• Design considerations for disabled users• Reflection
1730	End

Beginner-friendly course with no coding activities in class in a group less than 20. Students will be awarded a certificate for full attendance and coursework completed.

Course Bonus (worth S\$1500)

All graduates of this course who wish to make a transition will receive career support online: portfolio review and interview preparation guide. Top students will receive a recommendation letter from our instructor. As part of your coursework, the project can also be used as part of your portfolio.

Graduates who are business leaders in their organisation will receive a free 1.5hr Intro to UX Workshop [Live Virtual Class] for their teams and organisation leaders to attend.

REGISTRATION & PAYMENT

All major credit cards accepted via <https://curiouscore.com/ux-research-design-in-sg>

Singapore-based students may also pay via PayNow to **201128467E**

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FACILITATOR: DAYLON SOH

Daylon is an Agile Certified Practitioner (PMI-ACP)® and PRINCE2® Certified Practitioner in Project Management and has more than 10 years of experience working at the intersection of technology, design and marketing. He currently consults for enterprises and mentors startups via WeWork Labs, and has taught part time at the Singapore campus of General Assembly in UX Design and Digital Marketing since 2015.

Formerly Global e-Commerce Architect at Razer where he was part of a team responsible for driving global direct online sales (US\$90+ million/year). Daylon led and designed initiatives focused on optimising Average Order Value (AOV) + Lifetime Value (LTV) and successfully increased site visits to sales conversion rates and lowered monthly churn for millions of site visitors and shoppers on Razer.com.

Prior to Razer, Daylon was part of the Digital Product Design team of Aviva Digital Garage working as a SCRUM Product Owner and also helmed the role of design sprint facilitator and user research lead to synthesise data into actionable insights for product designers. The team was tasked to develop and test new insurance ideas and services to make financial services more tailored and accessible for customers globally

STUDENT TESTIMONIALS

“Daylon’s UX course packs-in the entire end-to-end user design journey, including hands-on experience with interviewing and prototyping, in just two days! Concepts are explained clearly and concisely, covering the basics for beginners and also offering deep practical insights from Daylon’s extensive experience for more advanced students.”

Jose Sampedro | Startup Founder (Ex-BCG Case Leader)

“Daylon would go the extra mile and share material he found useful that was outside of the standard class materials and even brought in his own wealth of experience to give us a better perspectives of the subjects he was teaching. Daylon helped our class grow and refine our UX skills with his teachings and I have no doubt that he will be a good mentor to future classes.”

Elsion Soh | UX Design Expert at Alibaba

“Daylon's diverse experience and practical advice helps to bring a greater sense of clarity and eliminate waste in the UX process.”

Cheryl Wong | UX Designer at GovTech Singapore

ABOUT CURIOUSCORE

CuriousCore helps professionals and organisations stay relevant in a changing world driven by technology through its accelerated learning workshops designed for adult learners. Companies like Prudential, Unilever and Razer trust our process as training is done working on real work challenges that drive business results. [curiouscore.com](https://www.curiouscore.com)