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Course Name

User Experience Certification

Sector Name

Sales, Marketing and Customer Service

Document Type

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Course Introduction

This course provides participants with a research-based and practical understanding of the foundational models and insights essential to the ux field. You will learn that you don’t see the way you think you see. You don’t make decisions the way you think you decide. You don’t remember things the way you think you recall. And you don’t move the way you believe you move. Without this foundation, you will design based on common sense...which is often wrong.

Understanding human vision, intellect, memory, and motor function is the baseline upon which every skilled ux professional should build their career; we show clearly how each idea applies directly to design decisions. This course will help you build Credibility and improve your results by giving you the knowledge required to present your ideas from a research-based point of view.

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Target Audience

✓ UX Designers

✓ Developers and Engineers

✓ Product Managers

✓ Entrepreneurs and Business Owners

✓ Marketing and Content Professionals

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Learning Objectives

- ✓ How good a user experience design is dependent on a scientific understanding of how people function
- ✓ How the key research-based models, insights, and principles in the ux field impact design. This includes aspects of human
- ✓ Various methods that directly apply these models, insights, and principles to the design of interactive applications
- ✓ Variation in users that impact design
- ✓ Understand the challenges of survey design
- ✓ Sources of research and insights for UX professionals
- ✓ How to tell if you can believe the research
- ✓ Pathways to excellence in the UX profession

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Course Outline

✓ DAY 1

Understanding User Experience

- ✓ A Panoramic Overview Of UX
- ✓ History
- ✓ Core of the field
- ✓ Objectives
- ✓ ROI
- ✓ Methods
- ✓ Institutionalization
- ✓ VISUAL
- ✓ You Do Not See The Way You Think You See
- ✓ It is NOT like a camera
- ✓ Visual link analysis
- ✓ Wiggly things are distracting
- ✓ Objects are inferred, and distance is relative

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Course Outline

✓ DAY 2

Intellectual

- ✓ You Do Not Make Decisions The Way You Think You Do
- ✓ No, you can’t do three things at once (and neither can your user)
- ✓ Design for human speed
- ✓ Using signal detection theory
- ✓ Design for arousal and stress
- ✓ Memory
- ✓ You Do Not Remember The Way You Think You Do
- ✓ It is NOT like a tape recorder
- ✓ Design so that they don’t have to remember
- ✓ Helping users remember
- ✓ Engineering schemata
- ✓ The power of expectation and bubbles

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Course Outline

✓ DAY 3

Motor

- ✓ You Do Not Move The Way You Think You Do
- ✓ No, your movement is not always voluntary and under conscious control
- ✓ But how can you walk and talk at the same time?
- ✓ Motor programs
- ✓ Movement speed
- ✓ Train wrecks with proactive inhibition
- ✓ Designing for biomechanics and anthropometry

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Course Outline

✓ DAY 4

Know Thy User

- ✓ Designing For Users, Not Yourself
- ✓ What are the things you need to know about your user?
- ✓ (Free dinner for two if you can add to our list!)
- ✓ Accessibility is not just about vision and making Jaws work
- ✓ Careful! The icons you choose may have varied meanings around the world.
- ✓ Research
- ✓ You Need To Read The Research Literature, But You Need To Know What To Believe
- ✓ Sources
- ✓ Can you believe it?
- ✓ Lies, damn lies, and statistics

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Course Outline

✓ **DAY 5**

Summary

- ✓ Every Successful Journey Needs A Roadmap
- ✓ Options for learning more
- ✓ Professional level courses
- ✓ Certifications
- ✓ A lifetime of achievement

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 3, 2027	May 7, 2027	5 days	4250.00 $	UAE , Dubai
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 $	UAE , Dubai
Aug. 23, 2027	Aug. 27, 2027	5 days	4950.00 $	Netherlands , Amsterdam
Dec. 28, 2026	Jan. 1, 2027	5 days	4250.00 $	UAE , Dubai
May 23, 2027	May 27, 2027	5 days	4250.00 $	KSA , Riyadh
Nov. 8, 2026	Nov. 12, 2026	5 days	2150.00 $	Virtual , Online

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