

disruptive
digital
education

UX Crash Lab

workshop

Lisbon

International Workshop Series - UX Crash Lab

ABOUT WORKSHOP

The UX Crash Lab Workshop is designed to deliver a solid knowledge of processes, tips and techniques that are fundamental in order to craft successful digital experiences, no matter the device.

A mix of hard and soft skills is required to deliver high quality and engaging designs that can truly improve people's lives: during this 2 days full immersion you'll learn what to do and when to do it, as well as what would be best to explore even more.

UX Design has to be measurable, definitely not the "frosting on top" of a digital project and it requires discipline. You will learn how to correctly implement a design driven flow that significantly improves every project, while having fun in the process and getting your hands dirty on a real brief!

total duration 16hTheoretical / Practical classes + Project

cost 185€

notes Limited registrations

REQUIREMENTS

Basic knowledge of digital design and UX: work/academic experience in the digital field is recommended
English language knowledge - workshop taught in English

TARGET AUDIENCE

This course is crafted for design students and professionals that want to have a better understanding of what User Experience is all about, and discover how to benefit from it in terms of actionable insights.

Knowledge of digital design, even at a basic level, is crucial to understand the context and maximise the experience.

The workshop will require participants to try and test several techniques, leaving them feeling more confident and ready to implement every insight from the very next day.

The requirements for this workshop include strong analytical skills and essential professional experience in the field of digital marketing. Creative and branding experience is highly recommended.

GOAL

The goal of this workshop is to provide students an in-depth understanding of the most important performance marketing strategies and techniques to support the first entry to the analytical and creative world of digital marketing management.

The goal of this workshop is to provide students with an in-depth understanding of the most important UX techniques, real world cases to explore and a new mindset altogether when approaching new digital challenges.

COURSE PLAN

1. UX Values.

- › Introduction (goal and brief)
- › Context
- › Service Design Overview

2. UX Metadesign.

- › User Story
- › Service Design Blueprint
- › Personas
- › Customer Journey

3. UX Outputs.

- › Information Architecture
- › Wireframes
- › Interactions
- › Prototyping

4. UX Followup.

- › User Testing
- › Requirements

6. UX Talks.

- › Presentation

MATERIAL

iMac 21"i5 (1 per student); HD
Projector; Documentation in digital
format.

CERTIFICATION

Includes: Total workshop duration, thematic,
DGERT certification, stamped and signed by the
pedagogical coordination of the school in digital
format.

NOTES

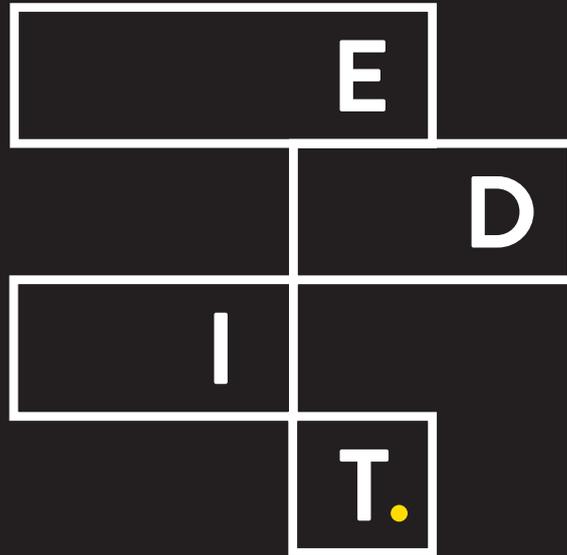
In case of cancellation of the workshop by EDIT, the amount paid by the participant in advance will be refunded in its entirety. If the cancellation is made by the student, a fine (penal clause) of 10% (ten percent) of the amount paid will be due. The registration fee will not be refunded after the workshop.

EDIT., free from any encumbrances to the student, may use his / her image and voice sound for the purpose of advertising the workshop and its activities, and may, for this purpose, reproduce or disseminate it, in your communication channels..

EDIT. reserves the right to change dates, times, locations or even cancel workshops according to a minimum number of interested parties. In this case, all registrants will be notified in advance, not later than 24 hours before the start of the workshop

They shall be at EDIT's discretion. the cancellations of the Workshops for other reasons that were not informed here.

Other amounts spent by the student will not be refundable, such as amounts spent on accommodation, hotel, passage of any kind and travel.



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