AVENTIS
LEARNING GROUP

2024 Edition

A 2-Day Course on

User Experience (UX) Fundamentals

Up to 70% Funding

TGS-2024048199 | IBF-STS Accredited

OVERVIEW

Master UX and create experiences that captivate and engage.

Our comprehensive course covers a wide range of essential topics. Starting with an introduction to UX Design, you'll explore the principles of Design Thinking and problem-solving methods. You'll delve into the importance of research, identifying performance levels and gaps, and understanding the key elements of user experience such as user personas and customer journey maps. The course also includes modules on the UX Honeycomb, market and technological trends, user interface design, and best practices for creating intuitive and effective user interfaces. Finally, you'll gain hands-on experience with wireframing, prototyping, and usability testing, ensuring you leave with actionable skills to apply in your own projects.

Upon completion of this 2-Day course, learners can expect to...

- Understand what User Experience (UX) is and the indicators of good UX.
- Illustrate different types of research methods and how to use them to identify performance levels and gaps.
- Understand UX elements and user personas.
- Deploy techniques such as Empathy Mapping and Customer Journey Mapping to better understand users.
- Measure user engagement and stickiness using predefined metrics.
- Understand market, competitor, and technological trends in UX design.
- Implement good UX design using the UX Honeycomb Framework.
- Apply best practices and information architecture principles to design a good user interface.
- Implement prototyping and wireframing using design tools such as Miro and Figma.
- Conduct usability tests to evaluate a website.

2 Day
9.00 am - 5.00 pm

Classroom Learning @ Holiday Inn Orchard City Centre

WHO SHOULD ATTEND?

This course is designed for professionals seeking to gain comprehensive knowledge and understanding of A 2-Day User Experience (UX) Fundamentals Course.

Customer Experience Executive/ User Experience Executive who are interested to gain insight into strategies to build user experiences that will fulfil or enhance their experiences.

Executives who want to ensure their products and services meet user needs and expectations, leading to better market adoption and customer satisfaction.

Anyone Interested in UX: Individuals with a general interest in UX who want to learn how to create more engaging and user-friendly experiences.

Learners need to possess basic information and communication technology (ICT) skills.

There are no *pre-requisites for professionals who would like to pursue this course.

ABOUT IBF-STS COURSES

This course has been accredited under the Skills Framework for Financial Services and is eligible for funding under the IBF Standards Training Scheme (IBF-STS), subject to all eligibility criteria being met.

Participants are advised to assess the suitability of the course and its relevance to his/her business activities or job roles.

The IBF-STS is available to eligible entities and individuals based on the prevalent funding eligibility, quantum and caps. IBF-STS provides up to 70% course fee subsidy support for direct training costs subject to a cap of S3,000 per candidate per course subject to all eligibility criteria being met.

Find out more on www.ibf.org.sg.

Technical Skills and Competencies
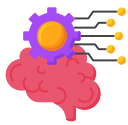
Customer Relationship and Stakeholder Management

User Experience Design
(Proficiency Level 3)

Proficiency Level

3

CPD hours

13

(Only applicable for company-sponsored learners)

Course Assessments

At the end of the course on the second day, there will be a **30-minutes MCQ assessment & 60 minutes Capstone Project** (passing grade: 70%).

Certificate Awarded

Learners who have successfully completed this course will **receive an e-certificate for attendance.**

FUNDING SUPPORT & COURSE FEES

Who is eligible for IBF funding support?

The IBF Standards Training Scheme ("IBS-STS") provides funding for training and assessment courses **accredited under the Skills Framework for Financial Services.**

This scheme is available for **both self-sponsored and company-sponsored individuals.**

Eligible Individuals	Eligible Companies
Singapore Citizens or Singapore Permanent Residents, physically based in Singapore	Singapore-based Financial Institutions regulated by MAS (licensed or exempt from licensing by MAS)
AND	**OR**
Successfully completed IBF-STS accredited course (including passing all relevant assessments and examinations)	FinTech firms certified by Singapore FinTech Association (SFA)

Course Fees

For classes commencing on 1st January 2024 onwards		
	Before GST	**After GST**
Full Course Fee	S$1,500.00	S$1,635.00
Singapore Citizens below 40 years or PR (after 50% funding)	S$750.00	S$885.00
Singapore Citizens aged 40 years and above (after 70% funding)	S$450.00	S$585.00

COURSE OUTLINE

Day 1

Module 1
Introduction to UX Design

Module 2
All About Research

Module 3
Understanding User Experience Elements

Module 4
The UX Honeycomb and applying UX to own industry

Day 2

Module 5
User Interface Design

Module 6
Wireframing & Prototyping

Course Evaluation & Assessment

TRAINER'S PROFILE

Mr Jeremiah Lim

Singapore-based UI/ UX and Digital Marketing Practitioner
(Founder of UNGRUMP.CO)

Jeremiah Lim is a Singapore-based UI/UX and Digital Marketing practitioner. He is the founder of UNGRUMP.CO and has uniquely applied his knowledge in UI/UX to not only web design, but also business operations to improve workflows, and product innovation, create dining experiences and much more. He is experienced in UX design, UX research, design strategy, prototyping, and UI designing. Key clients include Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia and North America. Jeremiah believes in UX as a problem-solving method that can be applied to any industry, and he hopes to see more firms investing in it to improve the quality of their products, and in turn improving in the quality of lives around the world.

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CONTACT US

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