CONCEPT

UX Design and UI Design for Digital Products: User Research to Usability Testing

29 March – 2 April 2027
London - Central London four-star



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Ref: 80_9169 **Date:** 29 March – 2 April 2027 **Location:** London - Central London four-star **Fees:** 23000 SAR

Introduction:

Websites, apps and portals often launch with confusing navigation, cluttered screens and forms that users abandon, and the cost appears later as support calls, rework and low adoption. Good UX design and UI design prevent this by grounding every screen decision in evidence about users and their tasks. This Core Concept course trains digital product teams to research users, structure content, wireframe and prototype interfaces, apply usability heuristics and accessibility criteria, test with real users and measure results. Working in a hands-on lab, participants build a UX Design Pack containing a tested interactive prototype and a usability findings report.

Course Objectives:

- Plan and run user interviews, short surveys and analytics reviews that reveal user goals and task barriers on a digital product
- Structure navigation and content for websites and apps using card sorting, tree testing and task flows
- Produce wireframes and interactive prototypes in Figma that apply visual hierarchy, layout grids and reusable UI components
- Evaluate interfaces against Nielsen's 10 usability heuristics and WCAG 2.2 accessibility success criteria
- Run moderated and unmoderated usability tests and measure task success, time on task and SUS scores
- Hand over a UX Design Pack with annotated screens and microcopy that developers can build from

Target Audience:

- Product owners and product team members accountable for website, app or portal features
- UX and UI practitioners responsible for screen design, prototypes and user testing
- Business analysts translating user needs into digital product requirements
- Front-end developers who build interfaces and want to shape them earlier
- Digital channel and content staff maintaining web and mobile experiences
- Quality assurance testers checking digital products before release

Course Outline:

Day 1: UX Design Foundations and User Research for Digital Products

- UX Versus UI: Roles, Deliverables and the User-Centred Design Cycle
- Usability as Effectiveness, Efficiency and Satisfaction in ISO 9241-11
- User Interview Guide and Short Survey Design for Product Discovery
- Product Analytics Review: Funnels, Drop-Off Points and Heatmaps
- Proto-Personas, Task Flows and Jobs Stories for Screen Design

Day 2: Information Architecture and Interaction Models

- Open and Closed Card Sorting with Online Tools
- Tree Testing to Validate Navigation Labels
- Sitemaps, Navigation Patterns and Mobile Menu Structures
- Nielsen's 10 Usability Heuristics as a Review Checklist
- Mental Models, Affordances and Interaction Design Patterns

Day 3: Wireframing, UI Design and Prototyping

- Low-Fidelity Wireframes and Screen Flow Sketching
- Visual Hierarchy, Typography and Layout Grids for Web and Mobile
- UI Components, Auto Layout and Design System Libraries in Figma
- Form Design, Error States and Input Validation Patterns
- Clickable High-Fidelity Prototype Build in Figma

Day 4: Accessibility, UX Writing and Usability Testing

- WCAG 2.2 Success Criteria: Contrast, Focus, Target Size and Labels
- Screen Reader and Keyboard Walkthrough of a Prototype
- UX Writing: Microcopy, Button Labels, Empty States and Error Messages
- Moderated and Unmoderated Usability Test Plans and Task Scenarios
- Common Interface Failures: Dark Patterns, Hidden Navigation and Overloaded Screens

Day 5: Usability Test Lab, UX Metrics and the UX Design Pack

- Live Usability Test Sessions with Think-Aloud Observation
- Task Success, Time on Task and System Usability Scale Scoring
- Google HEART Framework for Product UX Metrics
- Developer Handoff: Annotated Specs, Design Tokens and Acceptance Criteria
- UX Design Pack Presentation and Peer Critique

Skills You Will Gain:

- User Interviewing
- Information Architecture
- Wireframing
- Interactive Prototyping
- Heuristic Evaluation
- Accessibility Review
- Microcopy Writing
- Usability Metrics Analysis

Why Attend This Course:

- Leave with a UX Design Pack built around a prototype tested with users during the course
- Catch navigation, form and accessibility problems on screens before developers write code
- Gain a repeatable test-and-measure routine that turns opinion debates into evidence
- Compare product practice with teams from banking, retail, health and public digital services

Conclusion:

Digital products succeed when users can find what they need and finish their tasks without help. This course moves from user research and analytics, through information architecture, heuristics and interaction patterns, to wireframing, UI components and prototyping, and then to accessibility, UX writing and usability testing. The final day runs live test sessions, scores the results with task and SUS measures, and produces a UX Design Pack that product owners can approve and developers can build from.