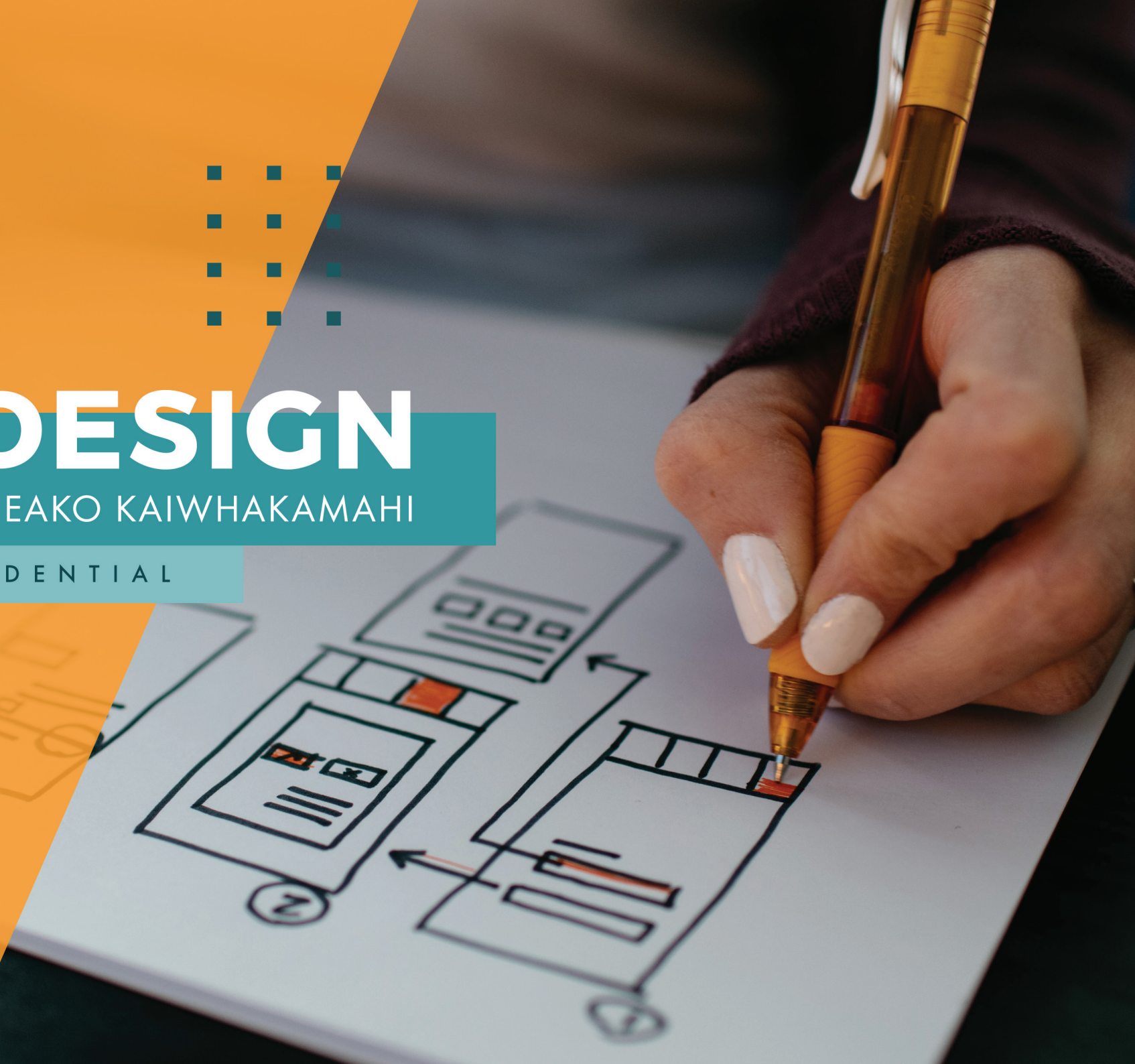# YOOBEE
COLLEGES

UX DESIGN
HOAHOA WHEAKO KAIWHAKAMAHI

MICRO-CREDENTIAL

LEVEL 5

Kia Ora,

Welcome to the **UX Design Micro-credential** at Yoobee.

Nau mai ki te akoranga Hoahoa Wheako Kaiwhakamahi i Yoobee.

Congratulations on taking the first step in your UX Design journey! Prepare to expand your horizons and kickstart your career with a fresh design perspective.

Your journey into the exciting field of UX Design starts here!

100% REMOTE LEARNING

Delivered live online by an experienced industry expert.

100% PRACTICAL SKILLS

After this course, you will be able to produce valuable and effective solutions for your audience and customers.

NZQA APPROVED

FEES FREE ELIGIBLE

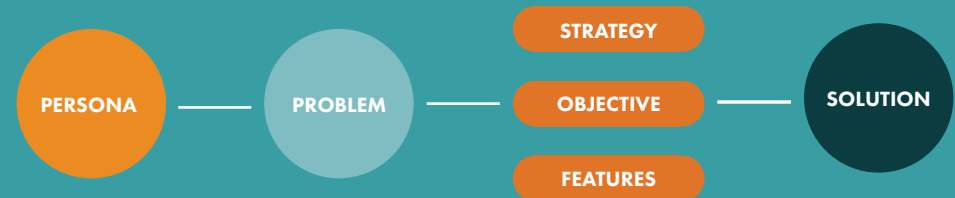# UX DESIGN PROVIDES MEANINGFUL AND RELEVANT EXPERIENCE

WHY IS UX DESIGN IMPORTANT?

UX Design is how a person feels when they are interacting and navigating through a system or app. Having great user experience is vital as it aims to meet the user's needs while keeping the customer journey positive and smooth-running.

UX Designers are able to identify the possible problems, and go through a series of steps and ideas to reach an effective solution.

SOLVING PROBLEMS THE UX WAY LOOKS LIKE THIS:
(UX PLANET, 2019)

PERSONA — PROBLEM — STRATEGY / OBJECTIVE / FEATURES — SOLUTION

There is no other UX Design programme that will match the learning experience you receive at Yoobee.

GO FURTHER WITH UX DESIGN

Your journey to the top starts here.

We recommend studying the **Digital Marketing Micro-credential** and the **Certificate in E-Commerce** if you want to take your skills to the next level.

YOU ARE HERE ···························

UX DESIGN

Understand the impact on usability and create valuable solutions for audience and customers.

DIGITAL MARKETING

Practice skills to execute an effective digital marketing plan.

E-COMMERCE

Implement a successful e-commerce site using online business models.

UX DESIGN
DESIGN LAB

DIGITAL MARKETING
DESIGN LAB

E-COMMERCE

GENERAL INFORMATION

REMOTE LEARNING

7 CREDITS

7 WEEKS

2 EVENINGS PER WEEK

LIVE ONLINE CLASSES

Live online classes are a friendly and supportive alternative to watching video tutorials — you're able to ask questions and receive answers from an experienced industry professional.

For online learning, you will need a computer that has access to reliable internet, a web cam, and a microphone.

FEES*

Domestic Students:
Pay only $420.00 (incl. GST) due to funding from the NZ Government.

International Students:
$1,575.00 tuition fee + $447.50 registration fee (incl. GST)

*Fees subject to change

WHAT YOU'LL LEARN

6 HOURS	TIMETABLED WITH TUTOR
4 HOURS	SELF-DIRECTED LEARNING
10 HOURS	TOTAL LEARNING PER WEEK

During this course, you will learn the full process of UX Design. Exploring the role of a UX Designer, you'll learn the importance of UX design and its impact on usability.

After completion, you will be able to:
· Create experiences tailored to users needs
· Apply principles of design to screen, interface and naviagtion design
· Create working prototypes
· Create usability tests to gather user feedback
· Prepare a design solution for development

MODULE 1 /KŌWAE KOTAHI: UX CONCEPTS & RESEARCH

Learning Hours: 30

Introduction to the principles of user experience design. Develop a design brief balancing business objectives and user requirements.

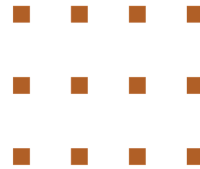## MODULE 2 /KŌWAE TUARUA: DESIGN, PROTOTYPE & TEST

Learning Hours: 40

Introduction to the processes and techniques for developing UX design solutions. Learn prototyping tools, analysis and reporting.

MEET OUR INDUSTRY EXPERTS,
YUDISHT & TIM

TIM STANNARD

Tim built his first website in HTML and CSS when he was 10 years old and has since had decades of experience in freelancing. Having worked fulltime as a Web and Graphic designer and part-time salesperson at Nettl Petone for 3 years, he has strong coding, UX and UI design skills as well as a deep understanding of how to market products and solve customer's problems.

YUDISHT RAJKOOMAR

Yudisht has more than fifteen years' experience in the digital sector in New Zealand and overseas. He currently works as the Lead UX/UI Designer at Westpac and has worked as an Interactive Art Director specialising in strong original creative design and development for professional websites, mobile and web applications for world-class consumer brands.

STUDENT TESTIMONIALS

ON THE UX DESIGN MICRO-CREDENTIAL

"

The UX Design Short Course was just what I needed. Working in a relatively small team I often take on projects that require a wide range of skills, and because we aren't big enough to have our own UX team, it was great to get an understanding on this aspect of an app or website build. Going into this course I didn't realise quite how much I was going to get out of it, and my thinking about a project has completely changed after learning about the UX process. I've been given a great foundation, as well as apps and tools to start building my knowledge! **"**

TEESHA MASSON

GRAPHIC DESIGNER & PHOTOGRAPHER
AT STRICTLY SAVVY

"I enjoyed the course and I intend to pursue a career in content design and/or UX design in the future. The course was what I expected and good especially for its length and price."

UX DESIGN GRADUATE (2021)

UX DESIGN FEEDBACK SURVEY BY YOOBEE. AUGUST 2021.

FREQUENTLY ASKED QUESTIONS . . .

FAQ's

Do I need any prior UX design experience?

You do not need experience in UX design, however you are required to have some basic computer skills and an interest in Web Design or Development.

How many NZQA credits will I gain?

You will gain 7 level 5 NZQA credits, finishing with a level 5 qualification in UX Design. Yoobee is a Category 1 provider, which means you will be receiving the highest tertiary education available.

Who can enrol?

Anyone can enrol! We would love to have you on board with us. However, you must be at least 16 years of age. For further information & entry requirements, visit www.yoobee.ac.nz.

What platform is the online be teaching run on?

All of our online teaching is run through Microsoft Teams, so you will need access to this which is free for guests (as well as reliable internet).

Is there homework?

There is 10 hours of learning per week. 6 of these are contact learning with your tutor, and you are expected to put in an average of 4 hours of self-directed learning per week.

How can I become a better UX Designer?

We recommend studying the *Digital Marketing Micro-credential* as well as this course. These courses run on alternate days, so you are able to study both at the same time and gain a double qualification. Our *Certificate in E-Commerce* also goes hand-in-hand if you'd like to upskill even further. Hit the ground running with our *Design Labs (UX Design and Digital Marketing)*, which give you the opportunity to apply the skills you've learnt in this course and be relevant in the industry.