User Experience
One day training course

Classroom Courses
The field of User Experience is made up of a broad, ever evolving, set of disciplines whose fundamental aim is to measurably improve the experience we all have when using the products and services we interact with everyday.

Book onto one of our classroom courses and we’ll teach you the practical skills and UX design tips you will be able to use every day. Our training days are informal, engaging and involve a mix of teaching, individual exercises, group exercises and Q&A sessions.

"Lots of practical tips and insights - can’t wait to practice my new knowledge!"

Book today by calling 0844 488 3775 or email training@jellyfish.co.uk
User Experience
One day course

Whether you’re new to the UX field, or you’re already doing facets of it and want to grow your skillset to develop your career, this course is for you.

The course
This course will cover the basic concepts of user experience, providing proven and practical methods for making your website as user friendly as possible. We’ll take you through the key elements of UX from UX research and strategy to recommended UX tools that are used industry wide by our experts. We’ll discuss the most effective ways to identify the needs and goals of your users and will be able to implement techniques and approaches to better meet those needs.

By the end of the day you can expect to understand the main principles behind successful user experience and be able to put them into practice straight away.

What we’ll cover
UX overview
› UX research
› UX strategy
› UX/UI design
› Content strategy
› Information architecture
› Visual design
› Interaction design
› Usability and accessibility

The UX process
› Discover, define, design, develop, deliver
› Waterfall vs agile vs lean

User research methods
› Quantitative vs qualitative
› When to use what
› Discussion guides
› How to analyse your findings to generate insights

Business research methods
› Stakeholder interviews
› Workshops and Co-creation sessions

UX tools and deliverables
› Expert reviews
› Competitor benchmarking
› Personas
› Storyboards
› Content audits
› Journey maps
› Sitemaps
› Sketches
› wireframes
› Prototypes

Usability testing
› Lab, remote and guerrilla
› Moderated and un-moderated

Design theory
› Sketching
› Design patterns
› Designing for persuasion
› Designing for accessibility
› Designing for mobile
› Articulating design decisions

Looking for a private training course? We offer totally flexible training courses for any class size, on any date, at any location and with the content of your choice.

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What to expect

We take our training courses seriously and understand how important it is for you to get the most out of your day.

Our facilities
We have comfortable and modern facilities with the latest tech to ensure the optimum learning experience. We also run our courses in our offices, so expect to get a taste of real agency life while you’re with us!

Brain food
As well as providing complimentary food and drink all day, we also believe that what you eat and drink when you learn is important too. Our menus are well known to improve brain capacity and concentration. But if chocolate helps you learn, then we have that too.

Your itinerary

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<tr>
<td>10:00</td>
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<td>Session 1</td>
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<td>Lunch</td>
<td>Finish</td>
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Our trainers
Many of our trainers are practitioners within Jellyfish and work on real client accounts. We’ve taken this approach as it ensures that your teacher is current, knows their stuff and are teaching you the things that made us successful.

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As we’re on the 22nd floor in The Shard then there may be a photo opportunity or two :-)
Corporate Credits

The more you buy, the more you save

Our Corporate training packages offer the perfect flexible training solution for businesses looking to train larger numbers of employees or developing skills across multiple disciplines.

A flexible way to train your team

It’s a great way to provide flexible training at a time and location that works best for your entire team. Many clients also find purchasing credits in advance can be an effective way to allocate training budget for the year ahead.

Credits can be redeemed against any of our scheduled courses running at any of our three training venues (London, Brighton or Reigate) and are valid for any staff member to redeem, any time within a twelve month period from purchase.

1 DAY TRAINING COURSE

£499-599 pp

15-30 COURSE CREDITS

£375 pp

30+ COURSE CREDITS

£350 pp

50+ COURSE CREDITS

£325 pp

The standard cost to buy a 1 day course varies between £499-£599 excluding VAT per person. A 2 day course will redeem 2 credits. Discounted prices are based per person, per course credit.

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Three Great Locations!

London
The Shard
This is our prestigious flagship training facility in the iconic Shard right next to London Bridge Station and Borough Market.

Surrey
Reigate
Get a taste of agency life at our Reigate office, just a five minute walk from Reigate station and close to a NCP car park.

Sussex
Brighton
Our Brighton office is conveniently located in the popular area of the city, within walking distance of the train station and NCP parking.

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