

Advance UX Design Program

Embark on a transformative journey in UX design with our Advanced UX Design Program. Unlock your creative potential and take your career to new heights!

Duration:
6 Months

Fees: ₹90,000 + GST
Mode of Program: Online

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About Us

The Design Habitat is a premier center for immersive design experiences, founded by seasoned professionals with extensive expertise in design and innovation. Our educators hail from esteemed institutions like IIT, NID, and MITID, dedicated to nurturing talent and fostering creativity. We blend enthusiasm with expertise, offering a forward-thinking curriculum and hands-on experience essential for success in the dynamic world of design. Join us to unlock your creative potential and explore limitless opportunities in the design industry.

Our Vision

Inspire and mentor the next generation of aspiring minds to emerge as future leaders in Design & Innovation.

Our Mission

Our objective is to nurture creativity and technological prowess in aspiring designers, preparing them for the future. We aim to transform the perception of design among young minds by leading the way in creativity, technology, and strategic management to create extraordinary outcomes. Our goal is to guide aspiring individuals by instilling essential foundational and practical skills, empowering them to thrive in their design careers.

Key Highlights

- ✓ **Expert Instruction:** Learn from a seasoned industry professional.
- ✓ **Industry-Relevant Curriculum:** Master essential concepts & methodologies demanded by industry.
- ✓ **Hands-on Learning:** Engage in workshops, group projects, and case studies.
- ✓ **Networking Opportunities:** Connect with peers, experts, and guest speakers.
- ✓ **Portfolio Development:** Receive guidance on building a comprehensive portfolio.
- ✓ **Flexible Learning:** Access course materials and assignments online.
- ✓ **Certification:** Earn a certificate upon successful completion of the course.

UX

Why UX Design is a Booming Career Path in India?

High Demand: A LinkedIn report highlights UX design as one of the top five in-demand skills. Companies recognize the value of user-centric design and are actively seeking UX professionals.

Growing Market: India's vast smartphone user base and increasing internet penetration fuel the need for user-friendly applications and websites. This translates to a continuously expanding job market for UX designers.

Lucrative Salaries: With their critical role in shaping user experience, UX designers command competitive salaries. As per reports on Varthana, a well-rounded UX professional can expect a promising salary trajectory.

Diverse Opportunities: UX design transcends industries. From established tech companies to startups and even non-tech firms, there's a wide range of job opportunities for UX designers across various domains.

UX

UI

Advance UX Program Overview

**6 Master Classes
With Industry
Experts**

**24 Weeks
Duration**

**4 Hour Weekly
Commitment**

**Portfolio
Development**

**100 Hours Live
Sessions**

UX

UI

Advance UX Program **Overview**

- ✓ **Sharpen Your Research Edge:** Delve into advanced research methodologies to understand users on a deeper level. You'll learn to gather and analyze data effectively, ensuring your designs are built on a foundation of user needs.
- ✓ **Problem-Solving with Industry Power Tools:** We'll equip you with the latest industry-standard tools to tackle UX challenges with precision and efficiency. Learn to leverage these tools to optimize user flows and create truly user-centric solutions.
- ✓ **Craft Compelling User Personas and Journeys:** Master the art of crafting user personas and user journeys. By understanding your target audience intimately, you'll be able to design experiences that resonate on a personal level.
- ✓ **Spark Creativity and Collaboration:** Unleash your creative spark and hone your collaborative skills. Learn to brainstorm effectively, build consensus, and translate ideas into impactful user experiences.
- ✓ **UI Design Mastery:** Elevate your UI design skills to the next level. From visual hierarchy to interaction design, you'll gain expertise in crafting user interfaces that are both beautiful and intuitive.
- ✓ **Prototyping Powerhouse:** Explore the art of prototyping and user testing. Learn to create interactive prototypes that allow you to gather valuable user feedback and iterate on your designs for maximum impact.
- ✓ **Real-World Ready:** This program goes beyond theory. Get equipped with the skills and knowledge to tackle real-world UX challenges and confidently step into your dream UX design career.

Advance UX Program Structure

Week 1 & Week 2

Observation & Discovery	Outcome
<p>The Observation & Discovery module is the foundation of your UX journey. It's where you'll develop the essential skills to become a keen observer and uncover the hidden gems of user behavior.</p>	<ul style="list-style-type: none">• Master the Art of User Research.• Analyze user behavior through methods like user observation, card sorting, and A/B testing.• Develop an Empathetic Lens.• Craft User Personas Like a Pro.• Define User Journeys with Clarity.• Sharpen Your Problem-Solving Skills• The insights you gain from user observation and research will fuel the entire design process.

Week 3 & Week 4

Observation & DiscDesk & Research analysiscovery	Outcome
<p>By the end of this module, you'll be a more informed, analytical, and critical thinker. You'll have the research skills and knowledge base to tackle any design challenge with confidence, paving the way for a successful and impactful career in UX design.</p>	<ul style="list-style-type: none">• A Solid Foundation in User Research.• Information Gathering & Evaluation Skills.• User & Market Understanding.• Problem Framing & Hypothesis Generation.• A Strong Foundation for User Personas.• Efficient Research Planning.• Communication & Collaboration Skills.

Advance UX Program Structure

Week 5 & Week 6

Primary Research and Analysis	Outcome
<p>This module will transform you from someone who simply thinks they know about users to someone who can truly understand them. This user-centric mindset is the cornerstone of successful UX design, and it all starts with the power of research and analysis.</p>	<ul style="list-style-type: none">• You'll be comfortable conducting various user research methods, like interviews, surveys, and usability testing.• Data-Driven Design Decisions.• Crafting User Personas and Journeys.• You'll develop your ability to analyze user research and identify key problems that need to be addressed through design.• Solid Foundation for Further Exploration.

Week 7

Problem Scoping	Outcome
<p>This module isn't just about defining the problem; it's about setting the stage for success. The skills you acquire here will be invaluable throughout the entire UX design process, allowing you to develop user-centered solutions that are both effective and feasible.</p>	<ul style="list-style-type: none">• Identifying the Right Problem.• User-Centered Approach.• You'll learn how to prioritize user needs, and determine which ones to address within the project's constraints.• You'll be able to create a clear and concise problem statement that lays the groundwork for the entire design process.• You'll develop the ability to effectively communicate the problem scope to stakeholders and team members.• Through a series of exercises and case studies, you'll hone your critical thinking skills.

Advance UX Program Structure

Week 8 & 9

Persona Scoping	Outcome
<p>The Persona Scoping module equips you with the tools to translate broad user research findings into actionable insights that guide your design decisions. This forms a strong foundation for user-centered design, a core principle in the UX field.</p>	<ul style="list-style-type: none">• You'll gain a strong understanding of how to segment your user base and identify the most relevant user groups for your design project.• You'll learn how to create detailed profiles of these user groups, including demographics, behaviors, goals, and pain points.• Prioritize user needs.• Inform design decisions.

What you get at the end of the program?

**24 Weeks
Duration**

**100 Hours Live
Sessions**

**4 Hour Weekly
Commitment**

Connect with us!



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the Advanced UX Design
Program

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UX

