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Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 2 Days

UX Fundamentals for Non-Developers: Build Better Websites and User Journeys (TT4210)



About This Course:

Creating an effective website or digital product requires more than just visual design—it requires understanding how real users think, act, and navigate. This introductory, hands-on course gives non-developers practical tools to design with

users in mind.

Through guided activities and real-world examples, you'll learn to create user personas, map customer journeys, organize content intuitively, and design navigation systems that make sense to your audience. You'll also explore page layout and wireframing fundamentals, apply usability and accessibility principles, and gather user feedback to continuously improve your designs.

Whether you're working on a new site or improving an existing one, this course helps you build skills that make digital experiences more engaging, intuitive, and effective.

Course Objectives:

After completing this course, you will be able to:

- Explain the role and value of UX in improving user satisfaction and business outcomes.
- Create user personas and journey maps that identify audience goals and challenges.
- Apply information architecture principles to organize website content effectively.
- Design navigation systems that support user flow across desktop and mobile devices.
- Develop clear, usable page layouts and wireframes that reflect strong UX principles.
- Incorporate accessibility, usability, and responsive design best practices.
- Conduct simple usability tests and integrate user feedback into iterative design improvements.

Audience:

This course is designed for anyone involved in shaping digital experiences, including:

- Product Managers and Business Analysts looking to improve collaboration with design teams.
- Content Creators and Strategists who want to organize and present content more effectively.
- Designers and Developers who wish to strengthen their UX foundation.

- Marketing, Sales, and Communications Professionals aiming to improve engagement and user satisfaction.
- Entrepreneurs, Founders, and Project Leads creating or refining websites and digital tools.

Prerequisites:

This course is designed for beginners or early-intermediate professionals who work on digital projects and want to strengthen their UX skills.

Learners should have:

- Basic familiarity with websites or digital tools.
- Experience participating in or supporting web-based projects.
- Comfort working collaboratively in group discussions and exercises.
- No formal UX training or coding experience is required.
- Recommended Preparation (optional):
- Basic knowledge of web design, project management, or content strategy concepts will be helpful but is not mandatory.

Course Outline:

The Role of UX in Projects

- Why UX matters: impact on satisfaction, engagement, and ROI
- When and how to integrate UX in project planning
- Collaborating effectively with UX professionals

Understanding Users

- Creating personas and mapping user journeys
- Identifying goals, pain points, and touchpoints
- Hands-on: Persona creation and journey mapping

Organizing Content and Information Architecture

- Card sorting and content structuring
- Designing intuitive site layouts
- Hands-on: Site structure and sitemap testing

Designing Effective Navigation

- Navigation types and usability best practices

- Designing navigation for desktop and mobile
- Hands-on: Navigation design and usability testing

Page Layout and Wireframing

- Visual hierarchy, consistency, and spacing
- Designing responsive, accessible layouts
- Hands-on: Wireframing and design critique

Collecting and Using User Feedback

- Designing better forms and interactions
- Conducting usability testing and prioritizing improvements
- Hands-on: Usability feedback and iteration

Optional Module: AI Tools for UX

- Using AI for form design, content generation, and localization

Course Wrap-Up and Next Steps

- UX heuristics, free tools, and professional communities