

Mobile UI and UX Design

Modality: On Demand

Duration: 3 Hours

Mobile devices are now used for everything from banking to gaming – so user interface (UI) and user experience (UX) design has never been more important. If a website is difficult to navigate or the layout of an app is confusing, users will be gone in seconds. An in-depth understanding of mobile UI/UX design is critical for good mobile usability, for keeping your users engaged, and for ensuring your product stays relevant.

While UI and UX design are often bundled together as one, they are in fact two separate disciplines. UI design is centered on layout and the fine detail of how the user interacts with the product (i.e a slide vs. a simple tap on an app). UX design however is about the overall experience, the look and feel of the product, and how the user navigates through it from start to finish. Despite their differences the two go hand-in-hand, and an understanding of both is essential for seamless mobile usability. In short, mobile UI/UX design is one of the most important elements of any digital project.

Course Objectives:

- Understand the basics of UI/UX mobile application design
- Learn each step of the design process from planning to project completion
- Gain an insight into current mobile UI/UX design trends and developments
- Develop key skills to plan, manage and develop mobile usability

Course Outline:

What is UX Design?

Mobile UX Design Trends

UX Discovery, Assessment & Planning

Nuts & Bolts? / Wireframing to Prototyping

User Interface High Fidelity Design

During Development - Building the UX