

## **Module Synopses**

### **PDC 1 Certificate in User Experience Design**

#### Module 1 - User Experience Design

In this User Experience (UX) Design module, students will practice methods in rethinking product lifecycle and the user experience of products or services. Using thinking and mapping tools, students are encouraged to introduce shifts in paradigms to help conceive products that improve service offering. Through the process of creating and using personas, customer journey maps, user scenarios and other methods, students will develop a directly applicable UX methodology to develop new ways that enhance the customer experience.

#### Module 2 - User Experience Research

In this User Experience (UX) Research module, students will learn techniques in understanding the users through the lens of ethnographic studies. Methods in developing and conducting useful research interviews, user testing, studying lifestyles, habits and patterns will be taught to help students develop a comprehensive approach to discovering and anticipating user adoption. Through analysis of user research, students will learn to identify meaningful insights and specify relevant design requirements to optimize user experience.

### **PDC 2 Certificate in Digital Product Design**

#### Module 3 - Digital Product Design

This Digital Product Design module aims to help students develop techniques to develop better digital product design. The module covers a variety of topics like product objectives, user needs, defining requirements, interaction design, information architecture and interaction design, to be deployed in developing the different elements of User Experience (UX) that are critical to various stages in the digital product design process. Students will also be introduced to digital product development and management frameworks, such as Lean UX, Waterfall, Agile and Scrum.

#### Module 4 - User Interface Design

This User Interface (UI) Design module aims to provide students with essential understanding to UI design. Through topics like product design branding, design system and visual design, students will be taught the refinement of the UI aspect of digital products. Students will also gain practical experience in creating wireframe prototypes and conduct usability testing. By combining techniques in usability testing, Students can then use these prototypes to ascertain preferences and habits from the user and refine the prototype. Students will understand how these techniques accelerate understanding and resolution of new digital products.