Singapore Polytechnic
Specialist Diploma in User Experience & Digital Product Design

Module 1 - User Experience Design

In this module, students will dive into the world of user experience (UX) design, focusing on the art of elevating the user experience for products and services. Students will be proficient in practical thinking and mapping tools that empower them to drive transformative shifts in service offerings. Through immersive learning experiences in UX methodologies like Design Thinking and the Design Sprint, students will develop the skills to prototype and iterate solutions, ultimately enriching the overall customer experience. They will also gain a deep understanding of applying design principles derived from UX laws, ensuring their designs adhere to established best practices in the industry.

Module 2 - User Experience Research

In this module, students will learn techniques to gain a deeper understanding of users' experiences, emotions, and needs throughout their interactions with a product or service. Through the lens of ethnographic studies, students will gain practice with different qualitative and quantitative methods to gather valuable user insights, analyze and interpret research data to inform design decisions. By analyzing user needs, motivations, and behaviours, students will develop proficiency in creating user-centered products and services that align with user expectations and preferences. Students will also learn effective communication strategies to convey their research results to various stakeholders.

Module 3 - Digital Product Design

In this module, students will gain a comprehensive understanding of key topics crucial to the product design process. They will learn to establish a well-crafted strategy to align the product design with business objectives and user needs, identify user-driven features and functionalities, and create digital products that deliver exceptional user experiences. Students will also be introduced to the mindset of Lean UX and Agile, and be equipped with the required understanding of popular product management frameworks such as Scrum and Kanban to work effectively with developers, designers, product managers and stakeholders. By the end of this module, students will possess the knowledge and skills necessary to drive successful product development through effective design collaboration and strategic implementation.

Module 4 - User Interface Design

In this module, students will develop a deep understanding of User Interface (UI) design beyond visual aesthetics to create exceptional user interfaces with excellent usability. Building upon their existing visual design foundation, students will explore visual principles and techniques specific to the UI design process to create visually appealing and cohesive UI designs. Through hands-on exercises and practical assignments, students will explore best practices specific to industry tools such as Figma, creating design components, animating prototypes, and implementing responsive design principles. Students will also explore the advanced concept of design systems to establish consistency and scalability in their designs, fostering a cohesive user experience across different digital products. With this expanded skill set, students will be prepared to excel in industry roles that demand technical expertise in UI design.