



UX Fundamental Principles By Strike Heredia

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Learn how to analyze digital products to enhance the user experience

If there's one thing that connects all corporations around the world it's the need to improve the user experience to achieve better outcomes and reach its goals. Carlos Heredia, better known as "Strike", has spent many years devoted towards the creation, design innovation and strategy of every kind of consumer brands, and has made the UX the basis to create digital products.

In this course, you will be taught the fundamental notions of user experience . You will also have access to the essential tools needed to create an expert UX report.

The first step is to learn about Strike's work. Strike who will talk to you about what motivates him the most and his professional work in the fields of advertising and design, and the most significant projects he has worked on.

It's time to start learning about User Experience Design by understanding the basics of what UX refers to and it's not, and dispelling the myths and misconceptions that surround it. You'll be exposed to several of the significant concepts, learn about the research process and comprehend the ways UX will benefit both the user and the business.

You will be able to analyze the website's design and patterns of usability. Learn about the principles for interaction designs, hierarchies, placement of components and elements and web-based writing. In addition, you'll learn how to perform Heuristic evaluations as well as what you can make of it in your web-based project.

The strike will provide you with an overview of analytics. You will learn how to collect data using certain tools available on the web and, in addition, use Google Analytics functions to obtain additional information.

Then, you'll be taught all you need to know about writing an expert UX report. We will also give you some ideas and suggestions for your own project.

What is the course's goal?

Utilizing a reference from an actual website and using everything you've learned to create a UX report and suggest improvements.

Who is it intended for?

For those looking to start and master some UX fundamental concepts that will help them create strong user experiences.

What do you need

A prior understanding or experience is required to create a UX report, as Strike will provide you with the steps to make an UX report completely from scratch.

For the resources, you'll require a computer that has access to the internet. The programs and apps used in the course are available online , and you will not require installing any software.



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