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THE COURSE

The Fundamentals of UX

CHRISTOPHER LEE BALL

UX is the experience, emotion, intuition and connection a person feels when using a site or product and it's something that should be considered from the outset of any digital project. Dr Donald Norman (Director, The Design Lab, University of California) was first to coin the phrase "user experience" and it was he that described the importance of user-centered design. It's been proven time and again that when the focus is put on the end user – what they want and what they need, consumers get a better experience. Getting this right first time can have a huge impact on a brand's or business's bottom line. If you've ever wondered what UX really means, or if you've had a bit of exposure and you're keen to find out more, this is the workshop for you.



training



Christopher
Lee Ball

—
UX Director &
UK Head of UX
DigitasLBi





The Fundamentals of UX

In this half-day workshop, Christopher Lee Ball will take you through the history of user experience, the core fundamentals of designing with a human being in mind, and go through major steps of the process while responding to an actual brief. By the end of the session you'll be able to talk confidently about the process of user experience design, and leave the day with some key tools and techniques such as user research, user testing, scamping, prototyping, and optimisation.

LEARNING OUTCOMES

By the end of this workshop you will:

- Understand what UX is, the history and its importance to design and advertising
- Learned how to create, refine and use personas
- Know how to create customer journeys and map out the story
- Be able to create scamps and prototype your ideas
- Have the tools to run task-based user testing
- Know how to optimise and playback your final designs
- Be able to talk confidently about UX to clients and to your design teams

SUITABLE FOR

- Anyone wanting to learn more about UX, the UX journey and how it all works
- Anyone working in digital

YOUR FACILITATOR

Christopher Lee Ball cut his design teeth creating new digital products for Thompson Reuters in New York City. After earning a masters in film theory in London in 2006, he was one of the lead designers of the YouView (nee Canvas) IPTV platform for the BBC and its partner broadcasters. In 2009 he joined DigitasLBi, where clients have included Virgin Atlantic, BT, AstraZeneca, Cunard, Renault, and Nissan. He is currently a director and head of the DigitasLBi UK user experience team.

In his spare time Christopher writes fiction and dabbles in film production, some of his short documentaries have been commissioned directly by the BBC. His passion is storytelling and crafting meaningful journeys for his clients and customers. Christopher holds degrees from Columbia University and University College London.

CONTACT

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