Module 1. Self Study: User Experience - UX

User Experience (UX)

As a Digital Concept Developer your main focus is on creating concepts from both a customer and user perspective, considering the UX. But what is UX really? User Experience (UX) is what the customer or client experience every bit of their journey. Through all touch points with the company or the company's products and services. When we create digital solutions, we also design user interfaces (UI) as part of the user experience.

In order to get well into the field of user experience, please watch the following courses, where we expect you to be able to know UX, do personas and usability testing right and know how to find pain points via Design Thinking approaches and be ready to go out and do early real life user research on real people, as well as mapping the user's journey by setting touch points, when you start on Digital Concept Development:

1) [Getting Started in User Experience](#) by Chris Nodder (41 min.) on LinkedIn Learning

2) [UX Design: 3 Creating Personas](#) by Chris Nodder (30 min.) on LinkedIn Learning

3) [UX Foundations: Usability Testing](#) by Chris Nodder (1 hour, 29 min.) on LinkedIn Learning

4) [Design Thinking: Understanding](#) the Process by Chris Nodder (41 min.) on LinkedIn Learning

5) [Design Thinking: Implementing the Process](#) by Chris Nodder (46 min.) on LinkedIn Learning

6) [Customer Experience: Journey Mapping](#) by Jeannie Walters (50 min) LinkedIn Learning

You should have received information about LinkedIn Learning in your student mail.
Pro tip: On your newly created/existing LinkedIn profile, you need to add your student e-mail to your account (and keep your normal personal e-mail): This way you can add your finished courses to your profile's bio's competence field and easily gain access to the learning modules. If it´s tricky to access LinkedIn Learning please contact our fantastic administrative coordinator, [Michelle Kahl](#)

Also, feel free to up your UX design game by joining some of the UX communities that are out there:

- Ladies that UX Aarhus on Facebook
- UX design Århus on Facebook

Module 2. Self Study: Learn yourself prototyping in Figma

Before the start of the semester, you'll need to practise Figma, as you're expected to be able to prototype in Figma, and it'll will be your "go to" tool during your education. In this session you'll practice and get customed to Figma.

On Digital Concept Development, you'll only receive 1 day's course in Figma, and this is dedicated to the more technical stuff you can do in Figma, <u>not the basics</u>.

So, get playing in Figma - you need to be able to make your own, individual prototype!
And if already experienced in Figma, please practise as well, as Figma has recently made some changes and we expect you all to be sharp on designing in grids!

Assignment:

1. Install [Figma](#) in order to make a prototype of your own choice...the app you always wanted, your portfolio or just redesigning a website, that you hate. It's up to you. You can also just go with a video course's exercises and files. The important thing is to make something that is clickable!
2. Watch this short video on how to make a prototype – aks chat GPT if your computer doesn't respond to her short cuts or if you later get stuck in the process: https://www.youtube.com/watch?v=TWcqBG--VVc
3. Watch Eric Woods video for the basics – there's also exercise files for redoing what he do: https://www.linkedin.com/learning/figma-essential-training-25318166/using-figma-for-ux-design?resume=false&u=68595258
4. If you're more of a Youtube person, then..
    - This video shows the basics of Figma: https://www.youtube.com/watch?v=bXsP9JfSoIs

    This video shows you the very important work with grids – make sure you're working with grids, when prototyping: https://www.youtube.com/watch?v=hYu69kgxmLg
    Autolayout can also make you life so much easier:

5. Consider if you need an additional tutorial to set up your own prototype? If so, go to [LinkedIn Learning](#) and dig up more tutorials. Or visit youtube or Figmas [website.](#) When searching for tips and tricks make sure, you select videos from around February 2025

To end your exploration in Figma this might be an inspiring read - [Interactive components: less wiring, more inspiring](#)

Module 3. Self Study: User Interface (UI) in UX

When you start of the semester, we expect you to know some of the basics on graphic design for screens in order for you to make user interfaces in your prototype.
It doesn't do anyone over 40 any good, if your font sizes are too small in the prototype, or the colorblind any good, if they can't differentiate text from background - and it's often the User Interface (UI) that wins us over as users, so it makes sense to know what you're doing.

Assignment:

1. [Interaction Design](): Interface by Diana Cronenwett (32 min)
2. Please watch the following and take in as much as possible to empathize with those you're designing for [Practical Accessibility for Designers]() by Kimmi Kalu (2 h, 5 min.) on LinkedIn Learning
3. Take 1/2 hour to look more information up on the rules for great UI: search on user interface design, graphic design principles or similar in videos, on LinkedIn Learning or sites like https://medium.com/ , https://www.interaction-design.org/ or get great inspiration from https://dribbble.com/