PART 2: TRAINING PROGRAMME DETAILS

Section A: Course Details

1.	Course Title	**UI/UX Design Masterclass – Grow User Base with Great UI/UX**
2.	Type of Course	Non-technical
3.	Training Methodology	Classroom
4.	Skill Area	User Interface (UI) Design, User Experience (UX) Design, Design Thinking and Design Research
5.	Duration (Days)	2 days
6.	Level of Certification	Certificate of Completion
7.	Certification Body (If Applicable)	Not Applicable
8.	Course Overview	**Overview** This course is designed by industry experts in Silicon Valley for the start-ups and entrepreneurs. Participants will learn about best practices in a highly interactive classroom environment, understand key concepts, establish growth mindset, and gain basic UI/UX design skills. UI/UX design is today's essential strategy to scale user growth and sustain user engagement. It defines the overall interactions between users and product – functionally and emotionally. The program introduces the participants to the principles of UI/UX design process. Along the way participants are exposed to key design thinking models and a set of systematic techniques to gather information about users' needs. The models and techniques are the cornerstones for the participants to develop prototype and iterate towards a product with a great user experience. **The value to the industry** Lack of UI/UX designers/talent supply in Malaysia. UX Designer is one of the five emerging careers in Malaysia based on a report by professional networking site, LinkedIn. *(Source:* *https://business.linkedin.com/content/dam/me/business/en-us/talent-solutions/resources/pdfs/linkedin-emerging-jobs-report-malaysia.pdf)* **How well is this programme recognised by the industry?** This UI/UX Design Program is a licensed program brought in from the Silicon Valley with MDEC's support since 2018. Hence, it is well recognized in the IT market in Malaysia. **Justification for the training based on the identified skills gap** The UI/UX Design Program will be able to train more UI/UX Designers by upskilling the existing graphic designers because graphic designers have basic design skills and familiar with many

		design tools. This program will be able to enhance their employability as UI/UX Designers.
9.	Prerequisites	- Diploma / Degree or Equivalent - Foundation in Graphic Design
10.	Course Objective	1. Build a foundation of technical skills and base level of exposure in the UI/UX Design practices. 2. Guide start-ups and entrepreneurs on how User Interface (UI) and User Experience (UX) design can be used to grow user base and enhance customer engagement.
11.	Learning Outcome	1. Implement UI/UX design methodology to create a great user experience for their digital products (app and website). 2. Understand the key facets of user experience and how to leverage them for business success. 3. Learn how to conduct user interviews to gain insights on user problems and create solutions for the problems. 4. Learn how to use industry standard tools to improve the efficiency and productivity of product design workflow. 5. Learn how to streamline design-to-developer handoff process for productivity.
12.	Course Content	**MODULE 1: FUNDAMENTALS OF USER EXPERIENCE** 1.1 Historical perspective of the UI/UX discipline 1.2 UI/UX Strategy and tactics 1.3 User experience team structure **MODULE 2: USER-CENTERED DESIGN PROCESS** 2.1 Steps in the design process and why they matter 2.2 Waterfall Process vs. Agile Process vs. Lean Methodology and which method to select **MODULE 3: GENERATIVE USER RESEARCH FOR UX** 3.1 Role of user research and its importance for the creation of product with great user experience 3.2 Methods and practices of effective user research within the context of user experience design 3.3 Usability testing **MODULE 4: INTERFACE DESIGN** 4.1 UI/UX design principles and patterns to speed up design processes 4.2 Information architecture for effective user experience 4.3 Data-driven design prototyping towards optimal user experience solution
13.	Learning Activities		X	Lecture
	Role Play
X	Practical Exercise
	Case Studies
X	Learning Activities
X	Video Presentation
	Self-Evaluation
X	Training	

		The proposed course will be conducted through face-to-face lectures and training. Videos will be shared to show some samples with participants. Worksheets will be used for practical exercise. Some learning activities will be arranged for a better learning experience.
14.	Target Group	Target Position: UI/UX lead, graphic designer, interaction designer, UX researcher, product manager Target Sector/ Industry: Information Technology, e-Commerce, finance, manufacturing, and businesses with digital user-centric products Target Location: Klang Valley

C2. Detailed Daily Training Schedule

Day 1

Time	Day 1 Agenda	Learning Outcomes
08:30 – 09:00	Registration and Ice Breaker	
09:00 – 09:30	Fundamentals of User Experience	Participants will be able to understand the basics of UI/UX
09:30 – 10:30	User-centered Design Process	Participants will be able to familiarize with UI/UX processes
10:30 - 10:45	Morning Tea Break	
10:45 – 12:00	Activity #1: Design Thinking Process	Participants will be able to use design thinking methodology to apply solution-based approach for problem solving
12:00 – 13:00	Generative User Research for UX	Participants will be able to uncover problems and discover new opportunities by conducting a systematic study of target users and their requirements, to add realistic contexts and insights to design processes
13:00 – 14:00	Lunch	
14:00 – 15:45	Activity #2: User Research Plan (including activities like hypothesis creation, user interviews and presentation)	Participants will be able to develop a user research plan through hypothesis creation, and user interviews.
15:45 – 16:00	Afternoon Tea Break	
16:00 – 16:30	Activity #3: Presentation	Participants will be able to receive feedback from trainer and other participants to improve their user research plan
16:30 – 17:00	Group Reflection & Debrief	
17:00	End of Workshop	

Day 2

Time	Day 2 Agenda	Learning Outcomes
08:30 – 09:00	Registration	
09:00 – 09:15	Recap of Day 1 Learning	
09:15 – 10:30	Information Architecture	Participants will be able to communicate their design with users by organizing, structuring and labelling content in an effective and sustainable way
10:30 – 10:45	Morning Tea Break	
10:45 – 12:00	UX Writing	Participants will be able to understand the practice of designing the contents users see and hear when they interact with the digital products
12:00 – 13:00	UI/UX Design Principles	Participants will be able to understand the UI/UX design principles and patterns and avoid common mistakes
13:00 – 14:00	Lunch	
14:00 – 15:00	UX Iterative Prototyping	Participants will be able to understand iterative prototyping process is required to see if the prototype meets the users' need in the best possible way
15:00 – 15:45	Activity #3: Prototyping	Participants will be able to create a prototype quickly
15:45 – 16:00	Afternoon Tea Break	
16:00 – 16:30	Activity #4: Presentation	Participants will be able to present their prototypes and collect feedback
16:30 – 17:00	Group Reflection and Debrief	
17:00	End of Workshop	