

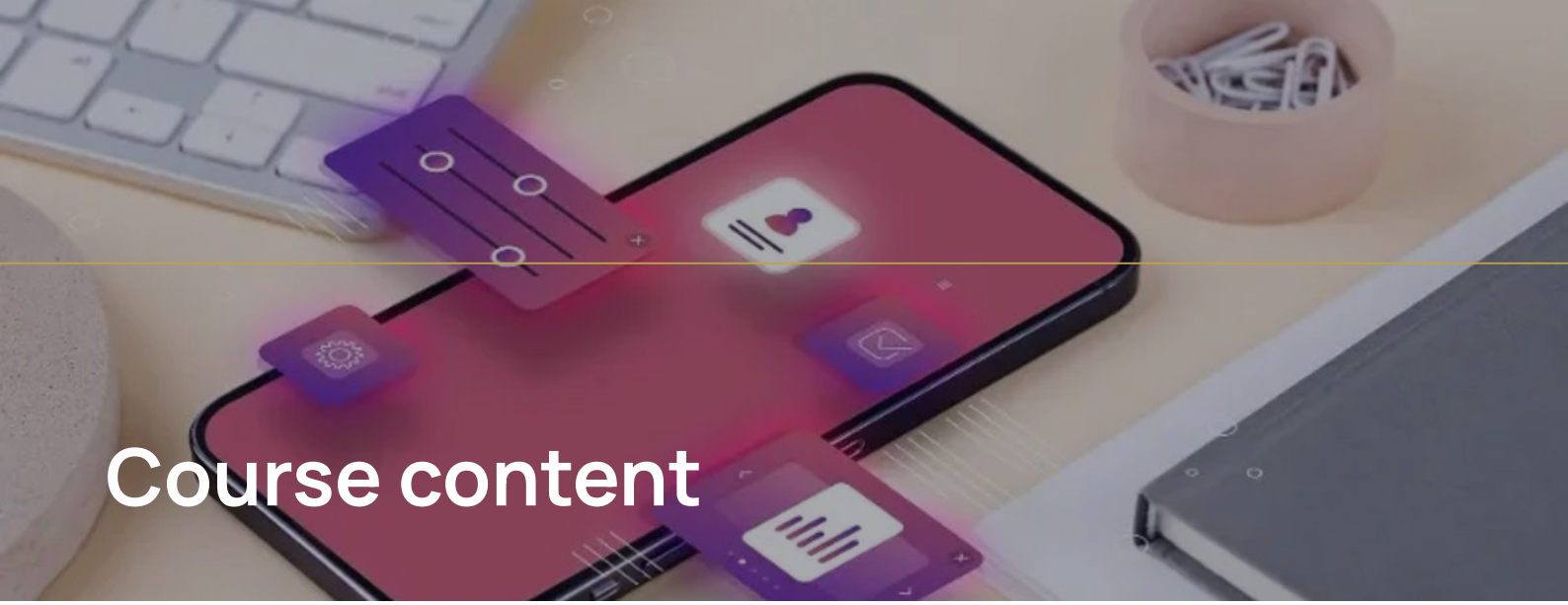
DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Mastering Digital User Experience (UX)

5 days | Classroom training | English

SMART HORIZON
info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes
https://smart-horizon.eu



Course content

Why attend

The course combines interactive presentations, workshops, practical design exercises, usability testing simulations, group discussions, case studies, and project-based learning to ensure hands-on application of UX concepts and techniques.

User Experience (UX) plays a critical role in the success of digital products, services, and platforms. Organizations that prioritize user-centered design achieve higher customer satisfaction, increased adoption rates, and improved business outcomes. This course provides participants with practical UX methodologies, design techniques, usability testing skills, and product development approaches needed to create engaging and effective digital experiences.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

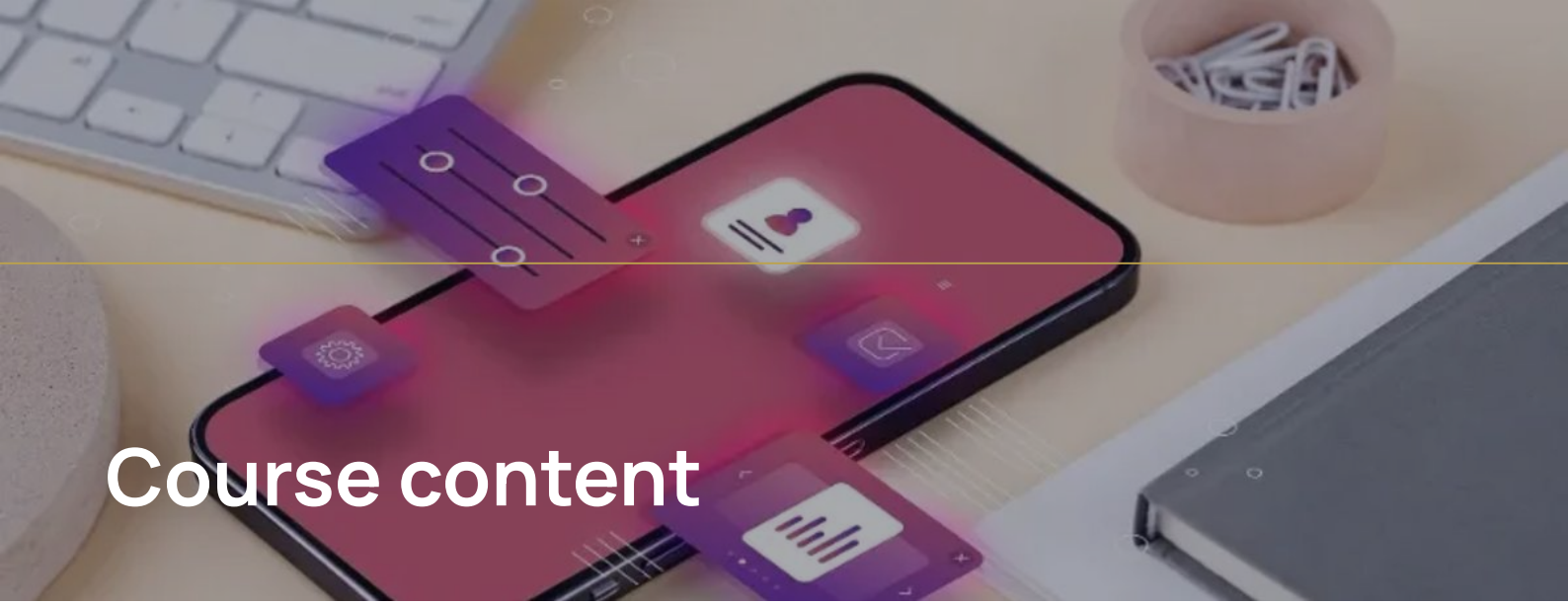
The course combines interactive presentations, workshops, practical design exercises, usability testing simulations, group discussions, case studies, and project-based learning to ensure hands-on application of UX concepts and techniques.

Course objectives

By the end of this course, participants will be able to:
• Understand the principles and foundations of User Experience design
• Conduct user research and analyze user needs effectively
• Design user-centered digital experiences and interfaces
• Develop wireframes and prototypes for digital products
• Conduct usability testing and evaluate user interactions
• Apply UX practices within product development environments
• Create accessible and engaging digital experiences

Target audience

• UX designers and aspiring UX professionals
• Product managers and product owners
• Digital transformation professionals
• Business analysts
• Web and mobile application designers
• Marketing and customer experience professionals



Course content

• Anyone involved in designing digital products and services

Target competencies

• User experience design
• User research and analysis
• Wireframing and prototyping
• Usability testing
• Design thinking
• Digital product development
• Accessibility and inclusive design
• Customer-centric innovation

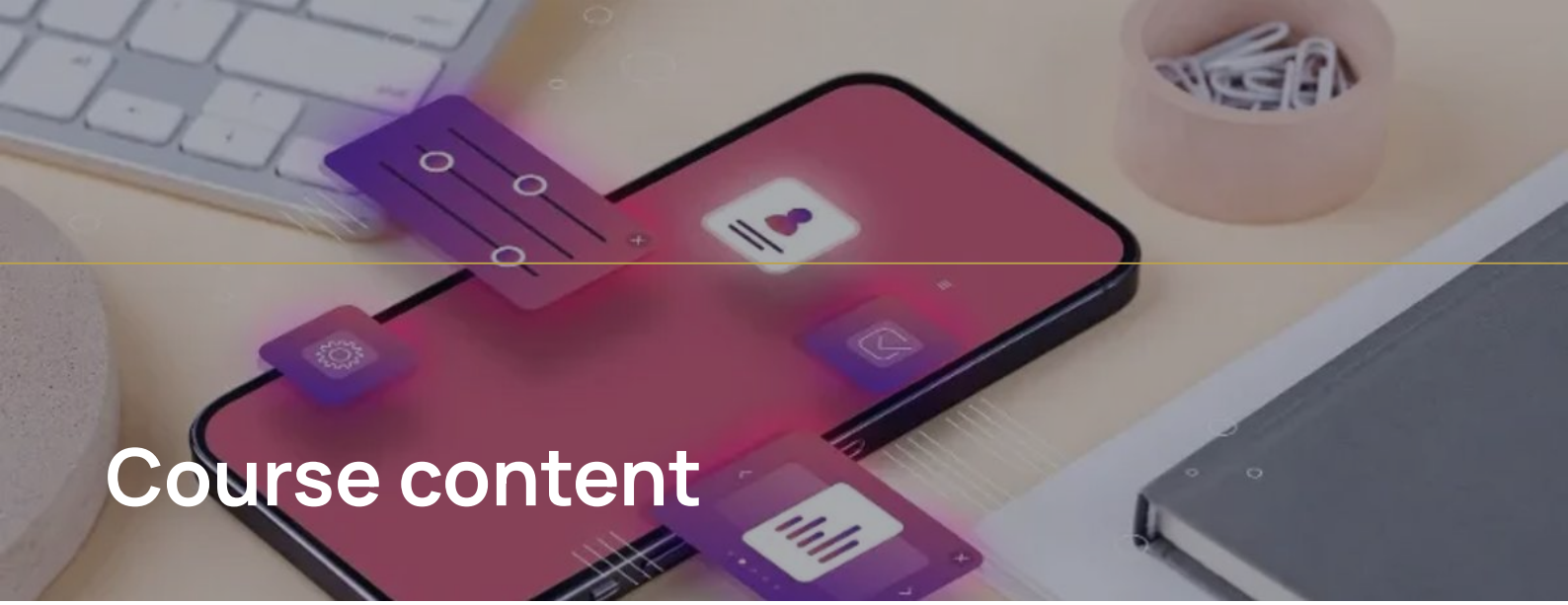
Course outline

Day 1: Foundations of User Experience Design

09:00–09:45	Understanding the evolution, purpose, and business value of UX design
09:45–10:30	Exploring core UX principles, including usability, accessibility, and user-centered design
10:30–11:00	Understanding user behavior and digital interaction patterns
11:00–11:30	**Coffee break**
11:30–11:45	Understanding user behavior and digital interaction patterns (continued)
11:45–12:30	Applying research methods to identify user needs and expectations
12:30–13:15	Developing personas and mapping user journeys to improve experience design
13:15–14:00	Practical exercise: Conducting user research and analyzing user requirements

Day 2: Designing Effective Digital Experiences

09:00–09:45	Understanding information architecture and content organization principles
09:45–10:30	Designing navigation systems, user flows, and digital structures
10:30–11:00	Developing wireframes and prototypes to visualize design concepts
11:00–11:30	**Coffee break**
11:30–11:45	Developing wireframes and prototypes to visualize design concepts (continued)
11:45–12:30	Applying visual design principles, including color, typography, and hierarchy



Course content

12:30–13:15	Creating intuitive and engaging user interfaces
13:15–14:00	Practical workshop: Developing low-fidelity wireframes and interface concepts

Day 3: Usability Testing and User Experience Evaluation

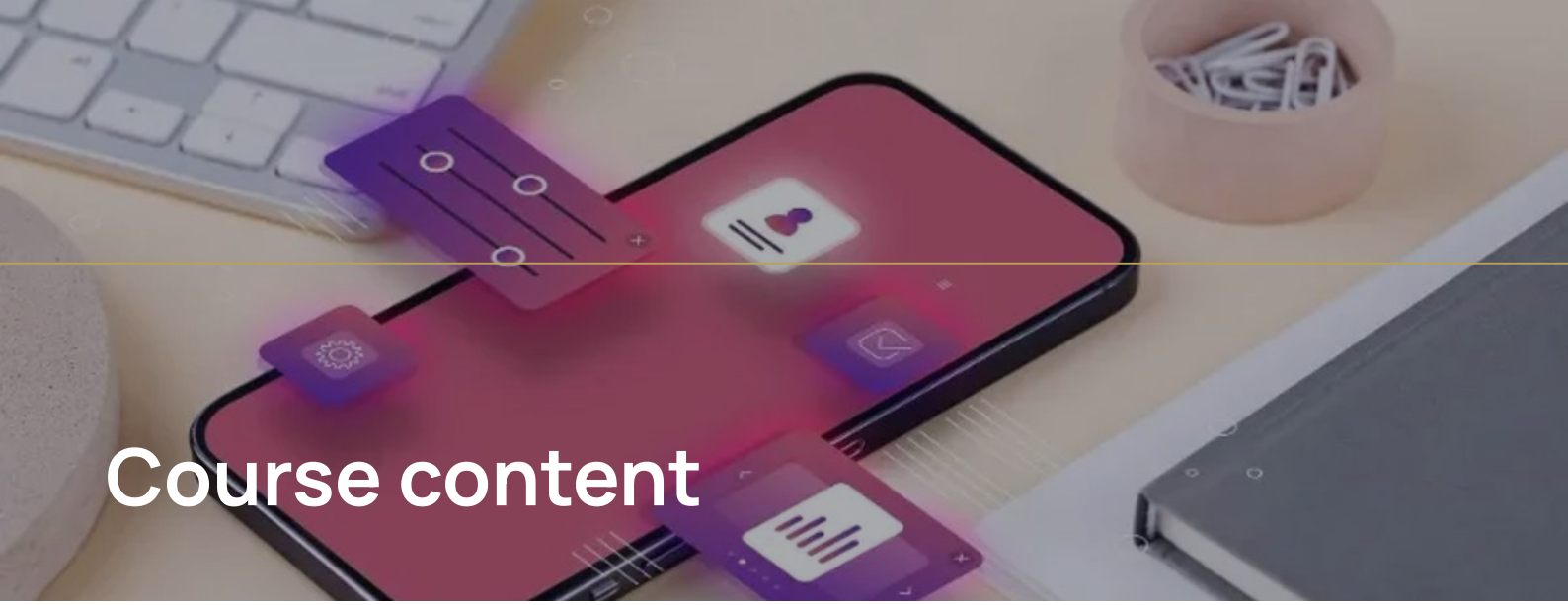
09:00–09:45	Understanding usability testing methodologies and evaluation approaches
09:45–10:30	Planning and conducting usability testing sessions effectively
10:30–11:00	Collecting and analyzing user feedback to identify improvement opportunities
11:00–11:30	**Coffee break**
11:30–11:45	Collecting and analyzing user feedback to identify improvement opportunities (continued)
11:45–12:30	Applying heuristic evaluation techniques to assess digital products
12:30–13:15	Measuring usability, efficiency, and user satisfaction indicators
13:15–14:00	Practical simulation: Conducting usability testing and presenting findings

Day 4: UX Integration within Product Development

09:00–09:45	Understanding the role of UX within agile and product development environments
09:45–10:30	Collaborating effectively with developers, product teams, and stakeholders
10:30–11:00	Applying design thinking methodologies to solve user challenges
11:00–11:30	**Coffee break**
11:30–11:45	Applying design thinking methodologies to solve user challenges (continued)
11:45–12:30	Identifying opportunities to improve customer experiences through innovation
12:30–13:15	Reviewing practical examples of successful UX implementation projects
13:15–14:00	Applying problem-solving techniques to real-world digital product scenarios

Day 5: Advanced UX Practices and Digital Experience Innovation

09:00–09:45	Exploring advanced UX concepts, including responsive design and adaptive experiences
09:45–10:30	Understanding microinteractions and interactive design techniques
10:30–11:00	Applying accessibility standards and inclusive design principles



Course content

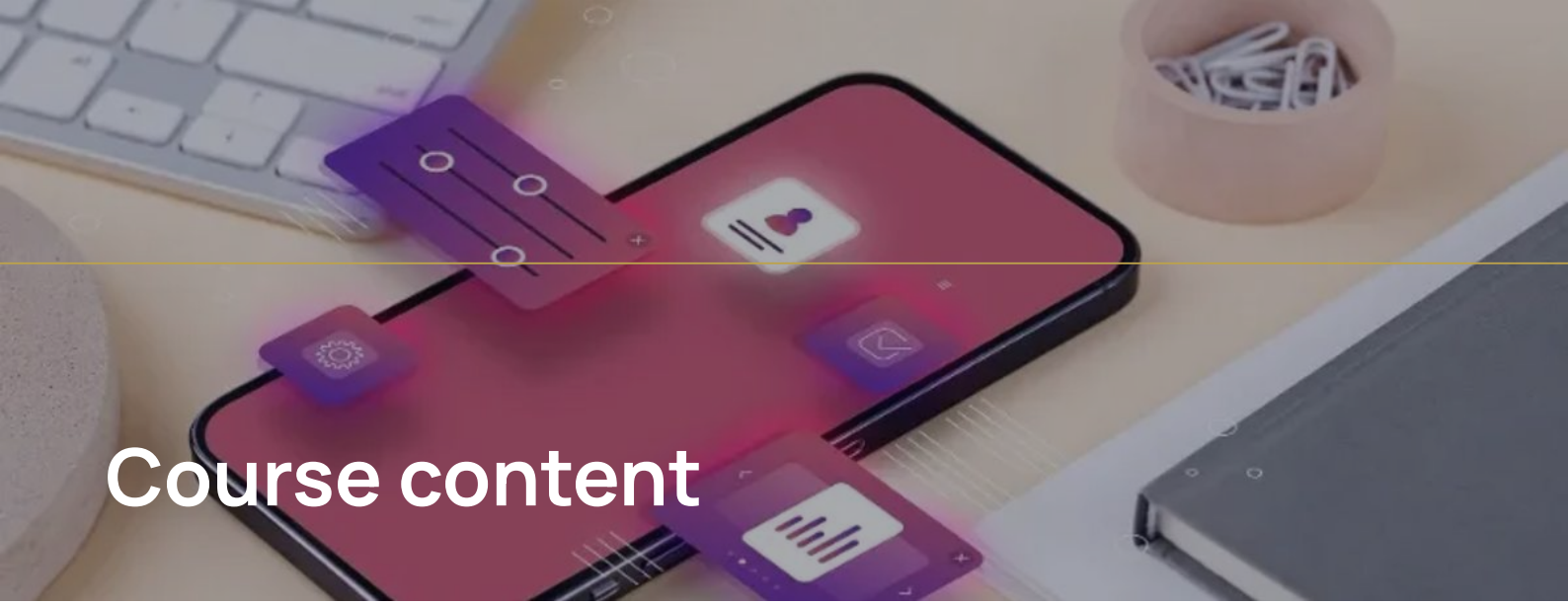
11:00–11:30	**Coffee break**
11:30–11:45	Applying accessibility standards and inclusive design principles (continued)
11:45–12:30	Evaluating digital products against accessibility and usability requirements
12:30–13:15	Final project: Designing and presenting a user experience solution for a digital product
13:15–14:00	Peer review, feedback sessions, and continuous improvement recommendations

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

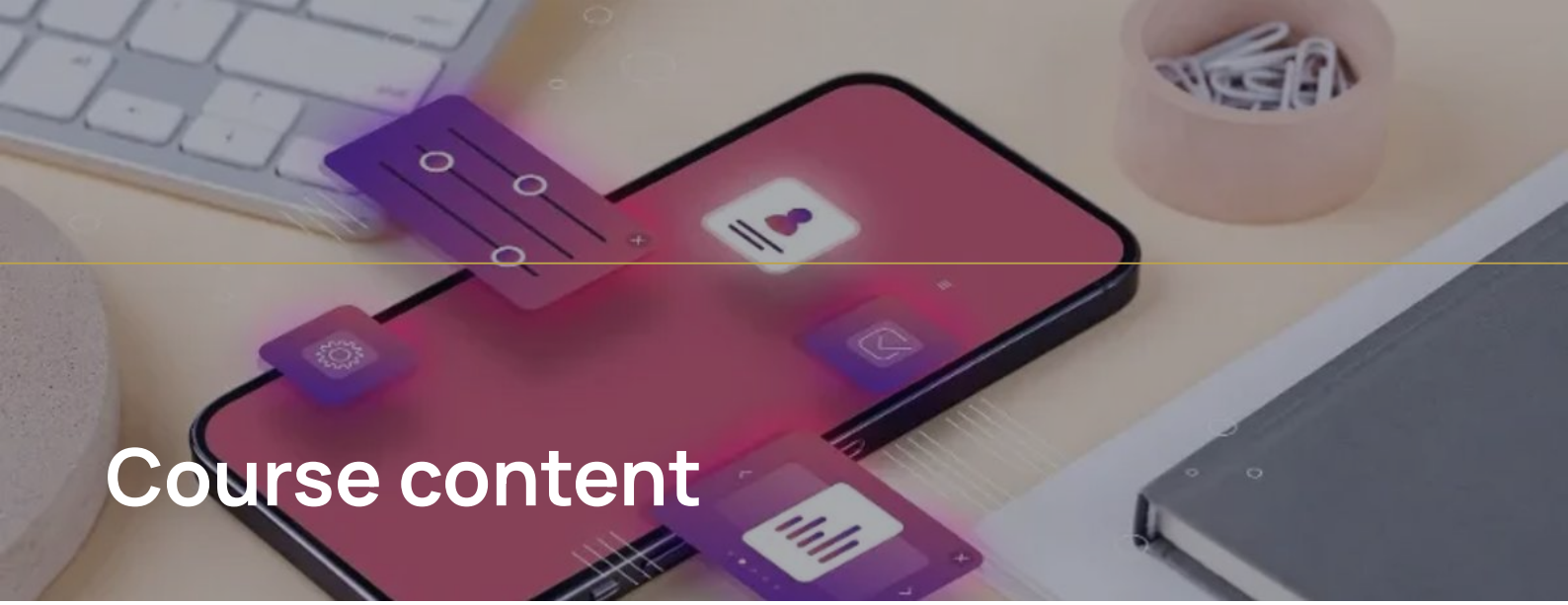
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,890.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

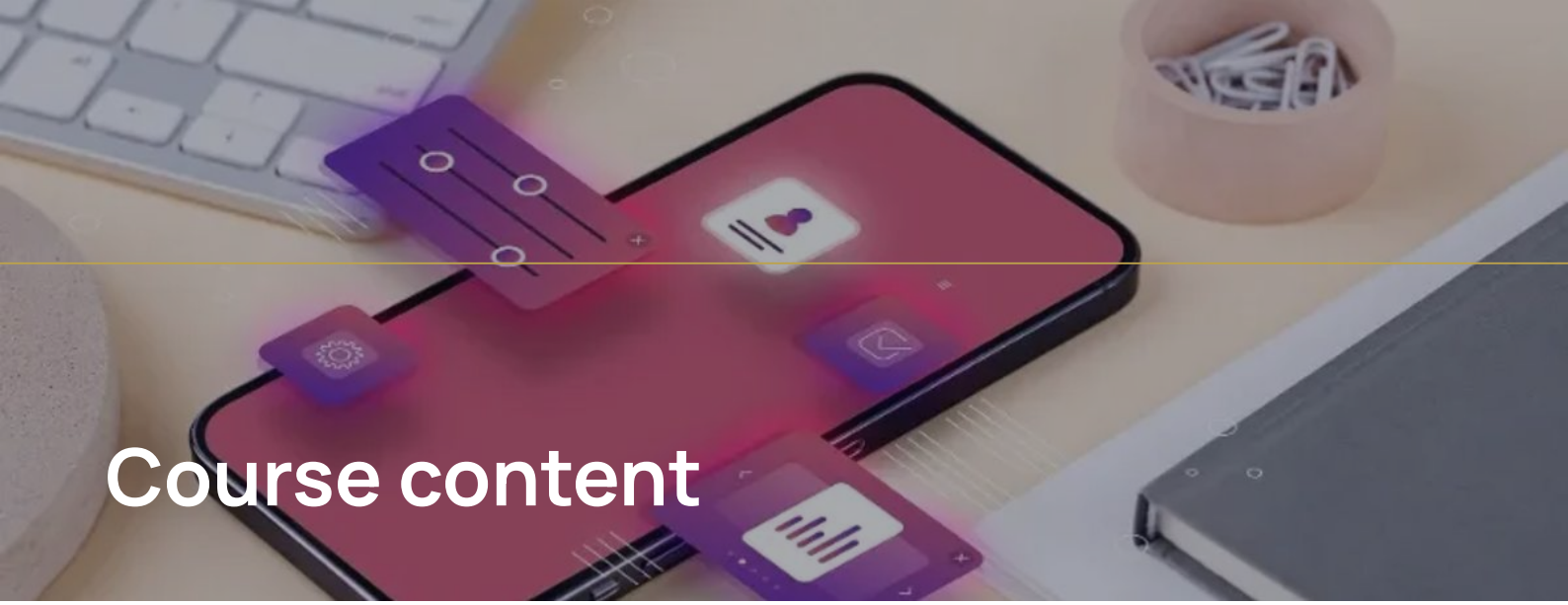
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

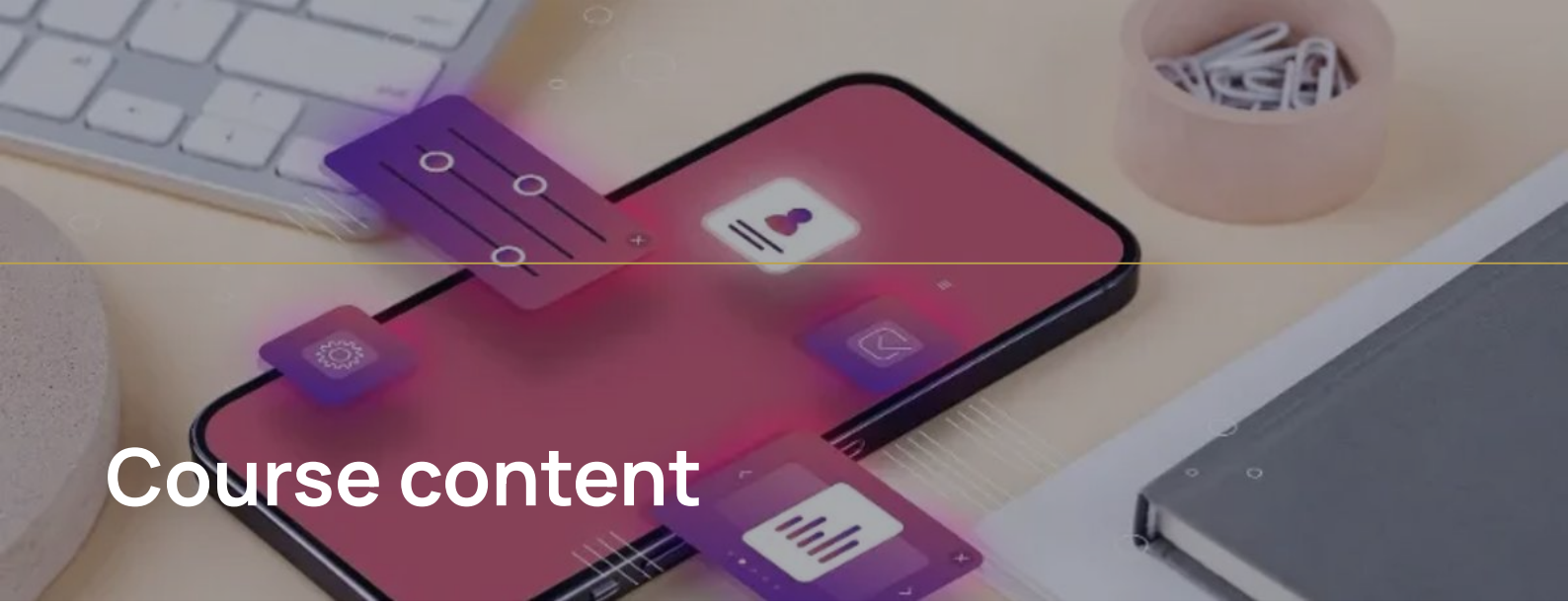
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

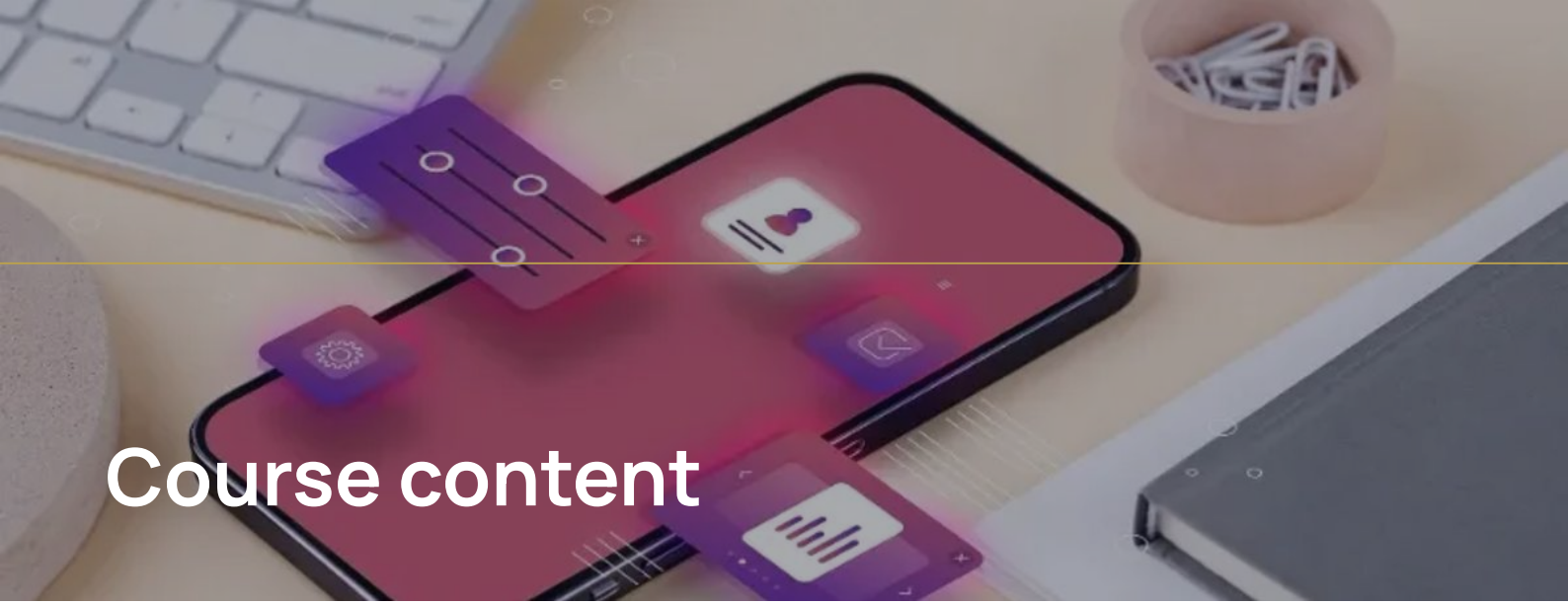
Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

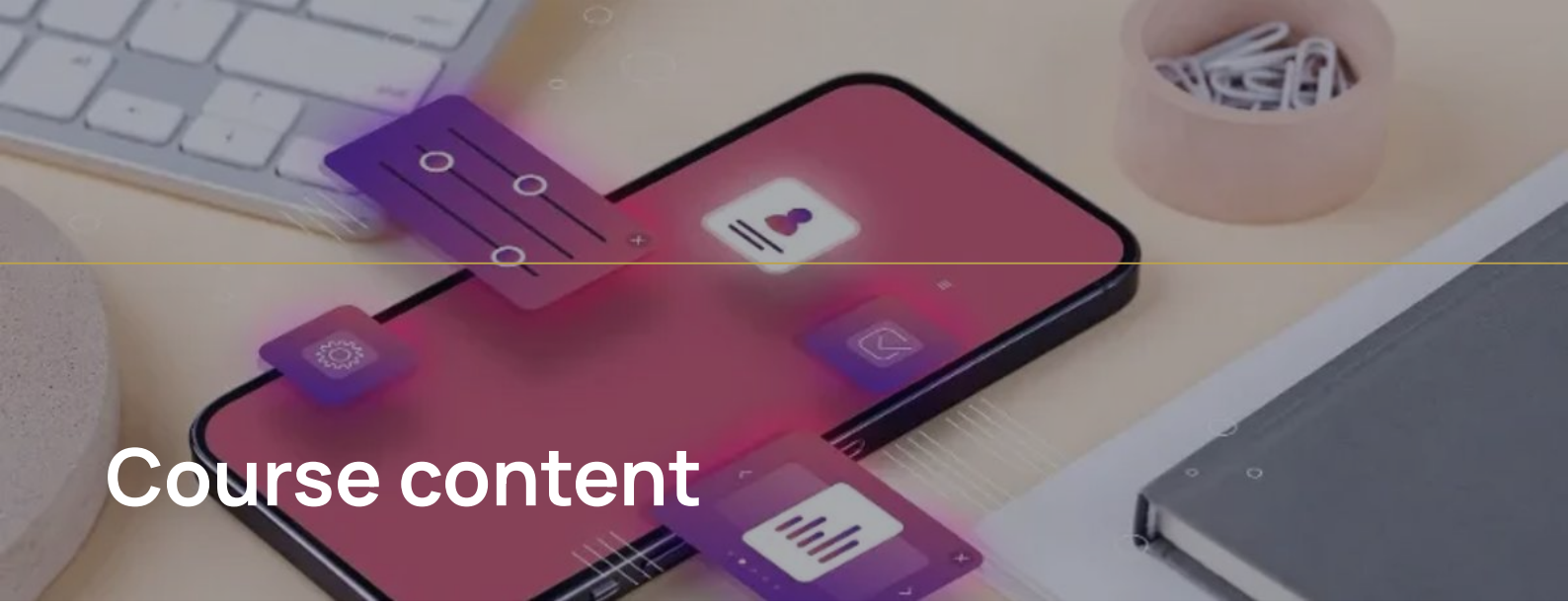
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

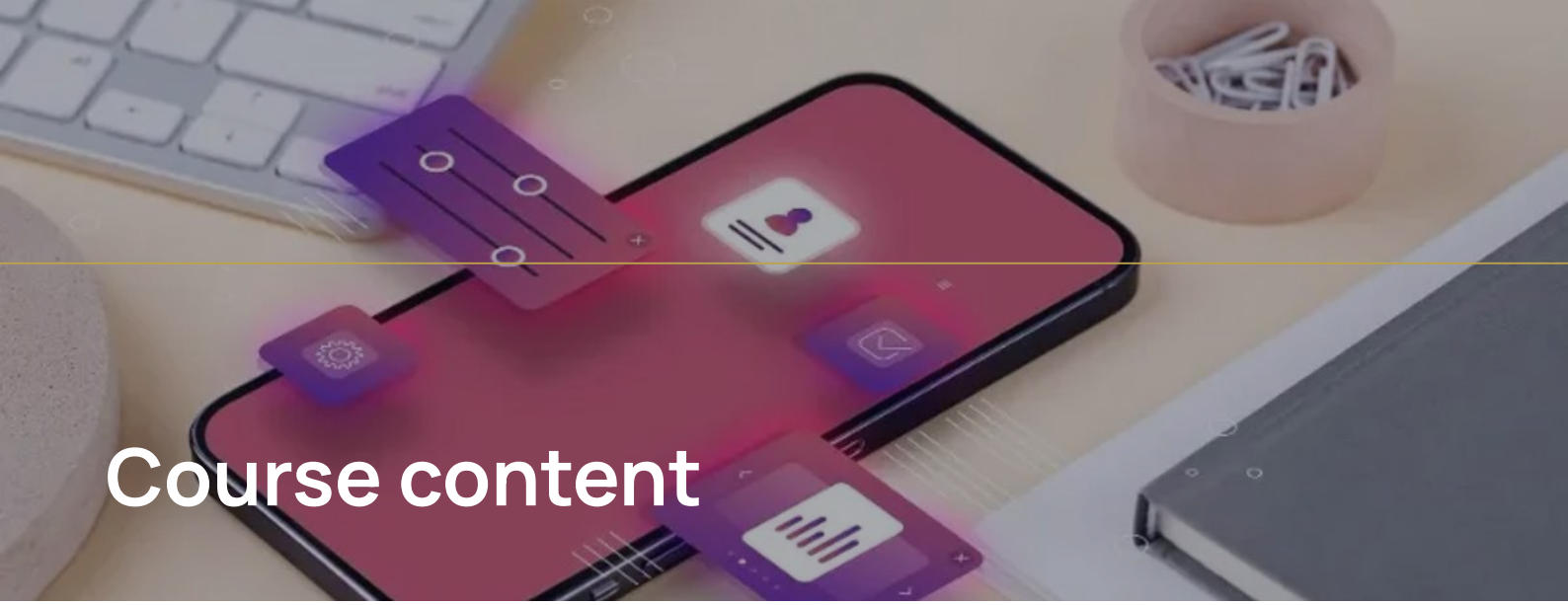
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

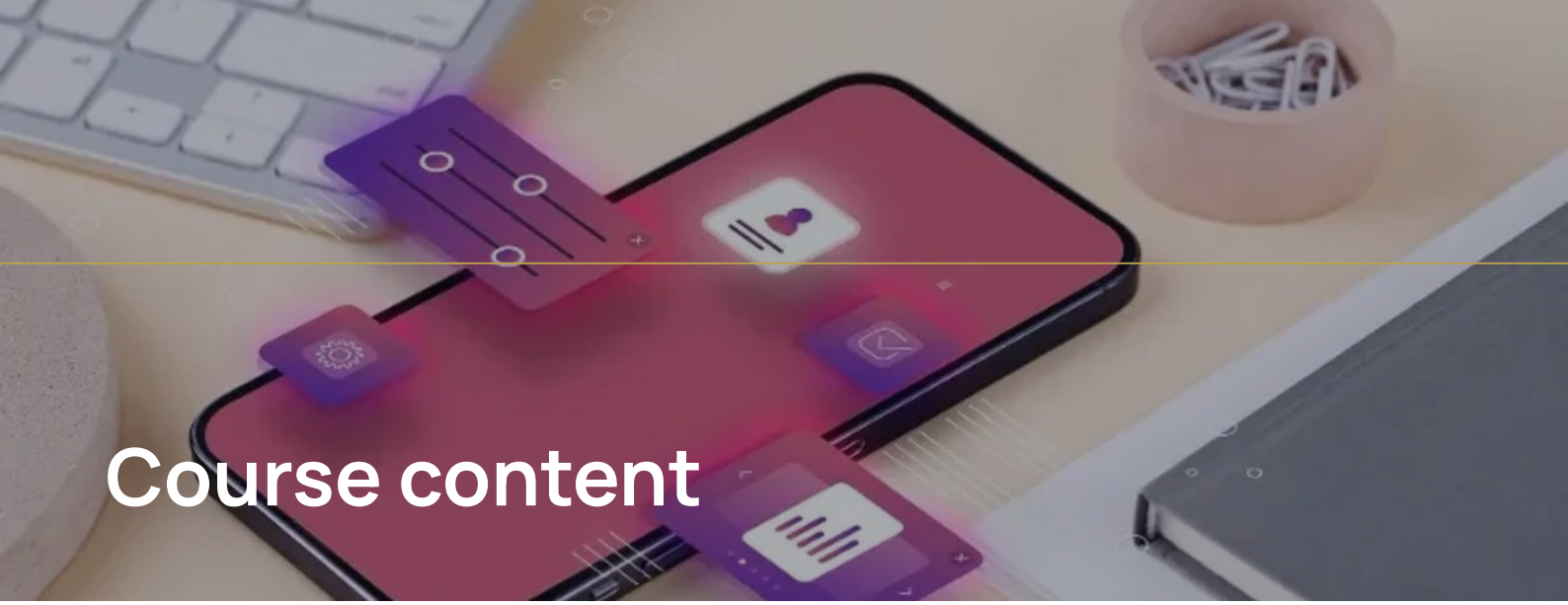
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.–**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.–**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Vienna Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,940.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online