

# Postgraduate Certificate User-Centered Design



## Postgraduate Certificate User-Centered Design

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/design/postgraduate-certificate/user-centered-design](http://www.techtitute.com/in/design/postgraduate-certificate/user-centered-design)

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# 01

# Introduction

For a product to be attractive, the needs of potential users must be taken into account. Therefore, one of the most important branches of design is the one that is oriented towards the end consumer, looking at how they interact with the product. Which is why, more and more companies require specialists in this area and with this program the professional will be able to delve into the fundamental aspects of the discipline. Thereby, upon completion of the program, you will be prepared to face all the current challenges of user-centered design. All this, from a 100% online teaching system which allows you to choose the time and place to study, without any interruption or rigid schedules.







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*Complete this program and improve your professional profile by becoming a great specialist in user experience design”*

Satisfy the user with a product is the designer's main objective. Therefore, in recent years, new creative techniques have been developed to develop products that consumers are comfortable with. In this way, every aspect of a device, appliance or tool, whether analog or digital, is conscientiously planned in order to provide the best service to the end user.

For this reason, the designer specialized in this area is one of the most sought-after professional profiles today, as they can provide the keys to improve audience engagement and, with it, increase the company's sales. To respond to this reality, TECH has developed this Postgraduate Certificate, with which the student will be able to delve into issues such as human behavior, product testing or prototyping.

Therefore, this program is perfect for the professional who wants to get up to date in this important area of design. In addition, it will adapt completely to your personal circumstances, since it will allow you to study when and where you want. No schedules. No commuting. And with the best multimedia resources: videos, case studies, master classes or interactive summaries, among others.

This **Postgraduate Certificate in User-Centered Design** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Development of case studies presented by design experts UX
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*You will learn, thanks to this Postgraduate Certificate, the main keys of user-centered design from human psychology to prototyping”*

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*This program is developed in a 100% online format and adapts to your personal circumstances, so you can combine it with your professional life without any problem”*

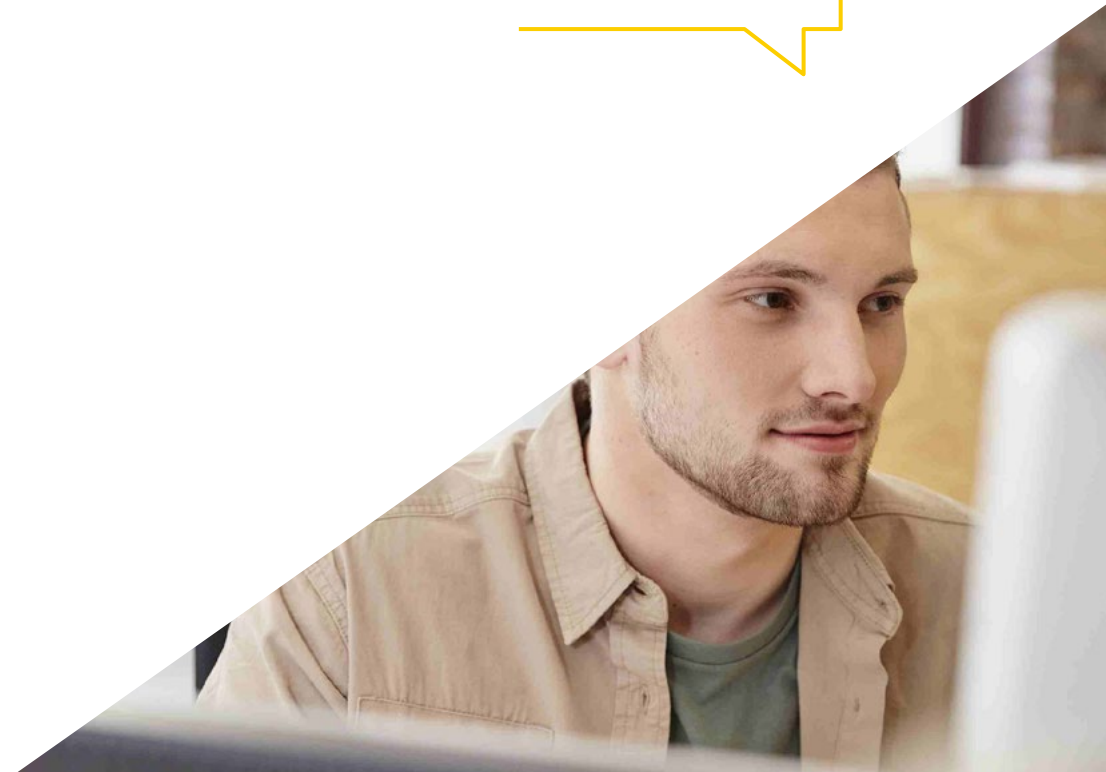
The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide professionals with situated and contextual learning, i.e., a simulated environment that will provide immersive training, designed for training oneself in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*With this course, you will delve into the main methods of user analysis to get to know the final consumer of your products to perfection.*

*The best multimedia resources will be at your disposal 24 hours a day so that you can consult them whenever you need them.*



# 02 Objectives

Through this Postgraduate Certificate in User-Centered Design, the student will be able to improve their professional prospects by becoming a great specialist in this creative field. Therefore, the main goal of the program is to bring you closer to the latest developments in this area, which is rapidly transforming driven by digitization and the emergence of new technologies. At the end of the course, you will then be able to position yourself as an expert who will be used by many companies to develop their new products.







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*All your professional goals are within your reach. Enroll and specialize in user-centered design”*



## General Objectives

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- ◆ Understand the creative, analytical and study process for the realization of any work
- ◆ Master the principles of user-centered design
- ◆ Design intuitive interfaces according to the type of project to be carried out and the target audience



*Delving into user-centered design is essential for creating good products"*





## Specific Objectives

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- ◆ Know and apply the basic principles of user-centered design and its main techniques and methodologies
- ◆ Distinguish the phases of the design process and the appropriate user experience analysis techniques for each phase
- ◆ Develop the ability to communicate, defend their work and argue their design decisions, supported by data collected from user research
- ◆ Apply opportunity analysis methods to the design process
- ◆ Transversally integrate the contents of the subject with those provided in other subjects

# 03

## Structure and Content

This Postgraduate Certificate in User-Centered Design is composed of a specialized module through which the student will learn about the essential elements that make up human behavior and their relationship with products. In addition, they will learn how to apply the best solutions in each case, improving the chances of success of the design. Finally, students will delve into the creation of prototypes and their testing, in such a way that this program is configured as the best educational option in this field, as it integrates all the fundamental knowledge of this type of design in a single degree.







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*All specific contents of end-user oriented design are in this program, brought together so that you can improve your professional skills in a comprehensive way”*

## Module 1. User-Centered Design

- 1.1. Towards a user-based model
  - 1.1.1. Definition of Anthropology
  - 1.1.2. Anthropometric data
  - 1.1.3. Dynamics of use and consumption
- 1.2. Human Behavior
  - 1.2.1. Psychology and design
  - 1.2.2. Anthropology and design
  - 1.2.3. Sociology and design
- 1.3. User Experience
  - 1.3.1. Usability
  - 1.3.2. UX/ UI
  - 1.3.3. Emotions
- 1.4. User-Centered Design
  - 1.4.1. Experiences Study
  - 1.4.2. Product Testing
  - 1.4.3. User Orientation
- 1.5. Analyzing Users
  - 1.5.1. In Depth Interview
  - 1.5.2. People and Scenarios
  - 1.5.3. Socioeconomic and Cultural Factors
- 1.5.4. Geographical analysis and user habits
  - 1.5.5. Psychological and behavioral studies
  - 1.5.6. Analysis of micro-environment and macro-environment
- 1.6. Complex systems
  - 1.6.1. Move in complexity
  - 1.6.2. Correlations
  - 1.6.3. Simplification







- 1.7. Conclusions and insights
  - 1.7.1. Conceptualization
  - 1.7.2. Conceptualization
- 1.8. Design for users
  - 1.8.1. Methods of generating creative concepts
  - 1.8.2. Analysis and Evaluation of ideas and requirements
  - 1.8.3. Data categorization and systematic recording
  - 1.8.4. Prototyping
- 1.9. Design with users
  - 1.9.1. collaborative methods
  - 1.9.2. open design
- 1.10. Evaluation of designs
  - 1.10.1. Basis for comparing
  - 1.10.2. Comparison test
  - 1.10.3. Heuristic Evaluation



*Your career will experience a great boost once you've finished this Postgraduate Certificate"*

# 04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





# 05 Certificate

The Postgraduate Certificate in User-Centered Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.







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*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

This **Postgraduate Certificate in User-Centered Design** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in User-Centered Design**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



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