

Postgraduate Certificate User Experience in Mobile Application Development



Postgraduate Certificate User Experience in Mobile Application Development

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/information-technology/postgraduate-certificate/user-experience-mobile-application-development

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01

Introduction

The success of mobile applications is determined by the user experience they provide. One of the most important fields that have emerged in recent years in the context of digital transformation and the new role of the customer is the mobile channel, which has seen the greatest development thanks to the technological evolution of devices and network infrastructures. The construction of a truly differential experience is a real challenge for the developer, therefore, this program delves into the most valued methodologies in companies, as well as the tools that allow you to take great ideas to production designs. All this, with a 100% online learning system and for about 6 weeks by the hand of experts in the field.





“

Master the necessary technology to be able to transform the User Experience throughout the process of creating and developing optimal designs. It will be possible after completing this program. Enroll now”

Determining the principles of the user-centered culture, and how it generates a new position for customer experience professionals, is part of the objectives of this Postgraduate Certificate. To this end, we will assess the technology needed to transform the UX (User Experience) throughout the process of creating and developing optimal designs, we will work with the most important prototyping and Wireframing tools in the industry and finally we will analyze user interfaces from the perspective of design theory.

The professional will be able to understand the perspectives of customer experience, bidirectionality, micro interactions as part of the process: End-to-end relationship, interactions and omnichannel. The student will study user behavior, the state of the art of technology, the technical components involved, usability theories, different UX techniques and Low-Code tools, among other aspects developed in depth in the agenda of this program.

A 100% online program, designed by experts in the area of application development and new technologies, with more than 25 years of experience as computer engineers, who will share their most outstanding experiences with outstanding professional and human value. Throughout 6 weeks the student will delve in each of the concepts of User User Experience in Mobile Application Development, through an avant-garde methodology based on Relearning and a variety of formats that will make the learning process much more dynamic and practical.

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

- ◆ The development of practical cases presented by experts in Mobile Application Development
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions for experts and individual reflection work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



TECH promotes refresher programs with the most professional opportunities today and for the future"



Understand the behavior of the new type of user, their interactions and their journey through mobile apps and websites in just 6 weeks"

Learn how to work with the most important prototyping and wireframing tools in the industry.

TECH Technological University brings to you an up-to-date and 100% online program on the most demanded topics in the workplace.

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

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn 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 student will be assisted by an innovative interactive video system created by renowned and experienced experts.



02 Objectives

Building a truly differential experience is not just marketing, there is a science and technology for it. This Postgraduate Certificate addresses the most valued user-centered methodologies in companies, as well as the tools that allow taking great ideas to production designs. Preparing the professional with exclusive and specific knowledge, to stand out thanks to more efficient solutions in such a current and competitive environment.

Month forward consensus

2023 = 2.23

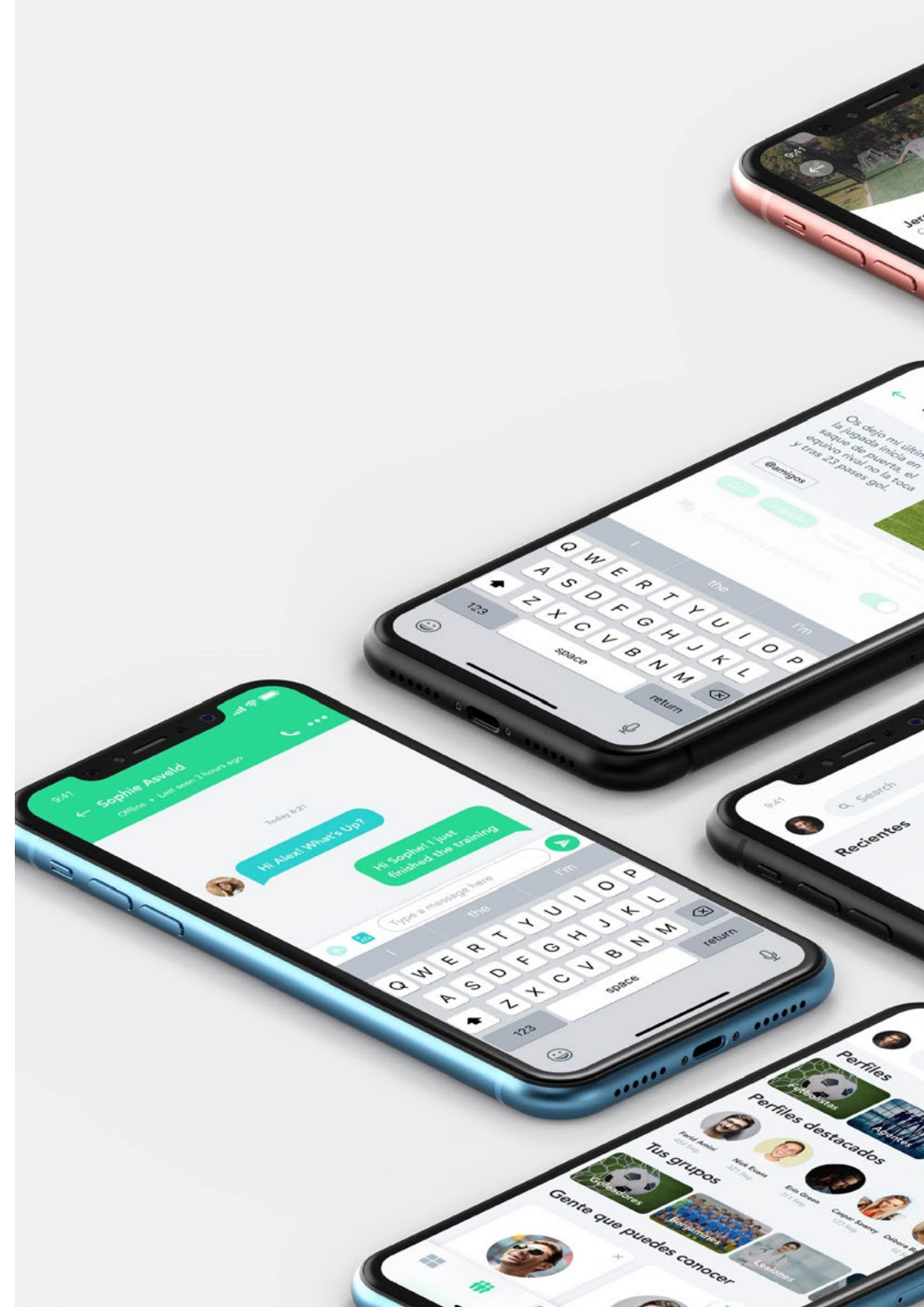
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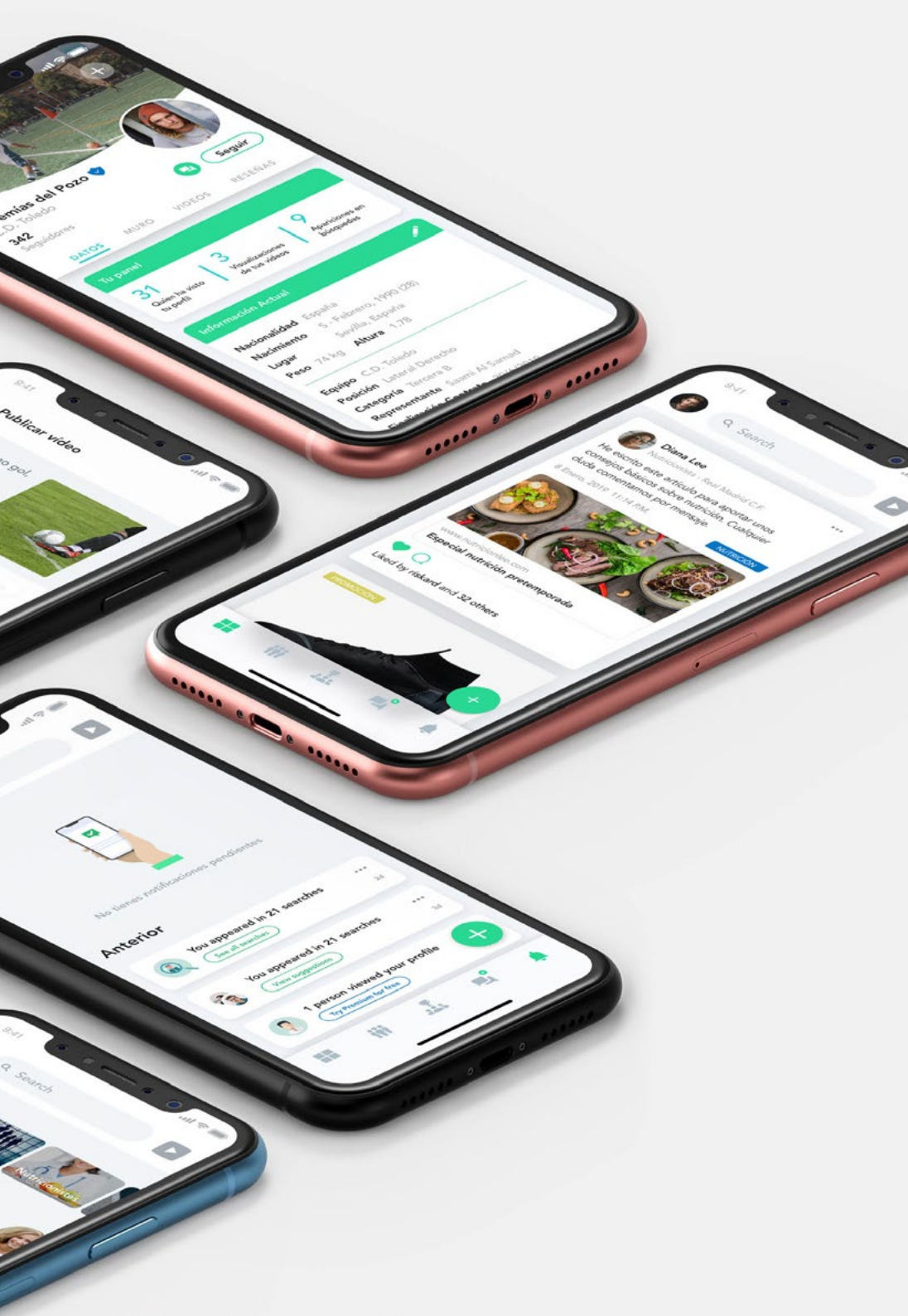
Understand how visual theory and interface design influence customer behavior”



General Objectives

- ◆ Analyze user needs and behavior in relation to mobile devices and their applications
- ◆ Execute the design of architectures, iterations and user interfaces through the programming languages of the most representative mobile platforms on the market (Web, iOS and Android)
- ◆ Apply error control, testing and debugging mechanisms in mobile application development
- ◆ Address different practical and business cases for publishing, distributing and disseminating mobile applications in the main application markets
- ◆ Master the practical knowledge to plan and manage technology projects related to mobile technologies
- ◆ Develop the skills, aptitudes and tools necessary to learn to develop mobile applications in an autonomous and professional manner, on multi-platform devices
- ◆ Explore content related to app monetization and mobile marketing





Specific Objectives

- ◆ Analyze the new type of user, their interactions and their journey through mobile applications and websites
- ◆ Determine the fundamental tools for web analytics, mobility and accessibility
- ◆ Specify micro-interaction assessment techniques and the design of customized experiences
- ◆ Establish how new disruptive technologies such as AI or IoT have taken customer experience to new standards
- ◆ Show how behavioral analytics generates a quantity and quality of data never seen in traditional analytics
- ◆ Develop new methodologies such as Design Thinking, focused on the user
- ◆ Propose basic and advanced prototyping and Wireframing tools



This program is for you if you are looking to generate efficient solutions in your next projects and want to stand out in the competitive environment of new technologies"

03

Course Management

An up-to-date program that seeks to benefit all those professionals working in IT environments, has been designed under the perspective of teachers with more than 25 years of experience in the area of application development, new technologies, solutions architecture and digital infrastructure; which have been chosen by TECH, to accompany the student throughout the learning process, providing a real support for their reputable profile and deep knowledge.





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*More than 2 decades of experience
in IT solutions, support the content
developed in this program"*

Management



Mr. Olalla Bonal, Martín

- ♦ Senior Blockchain Practice Manager at EY.
- ♦ Blockchain Client Technical Specialist for IBM.
- ♦ Director of Architecture for Blocknitive
- ♦ Non-Relational Distributed Databases Team Coordinator for wedoIT (IBM Subsidiary)
- ♦ Infrastructure Architect at Bankia
- ♦ Head of Layout Department at T-Systems
- ♦ Department Coordinator for Bing Data España SL.

Professors

Mr. Guerrero Díaz-Pintado, Arturo

- ♦ Director of Customer Experience for IBM.
- ♦ Technical Pre-Sales Engineer through Watson Customer Engagement portfolio
- ♦ R&D Network Engineer at Telefónica
- ♦ Degree in Telecommunications Engineering from the University of Alcalá and the Danish Technical University



① EMPATHIZE

Train

AWARE

Process

↑

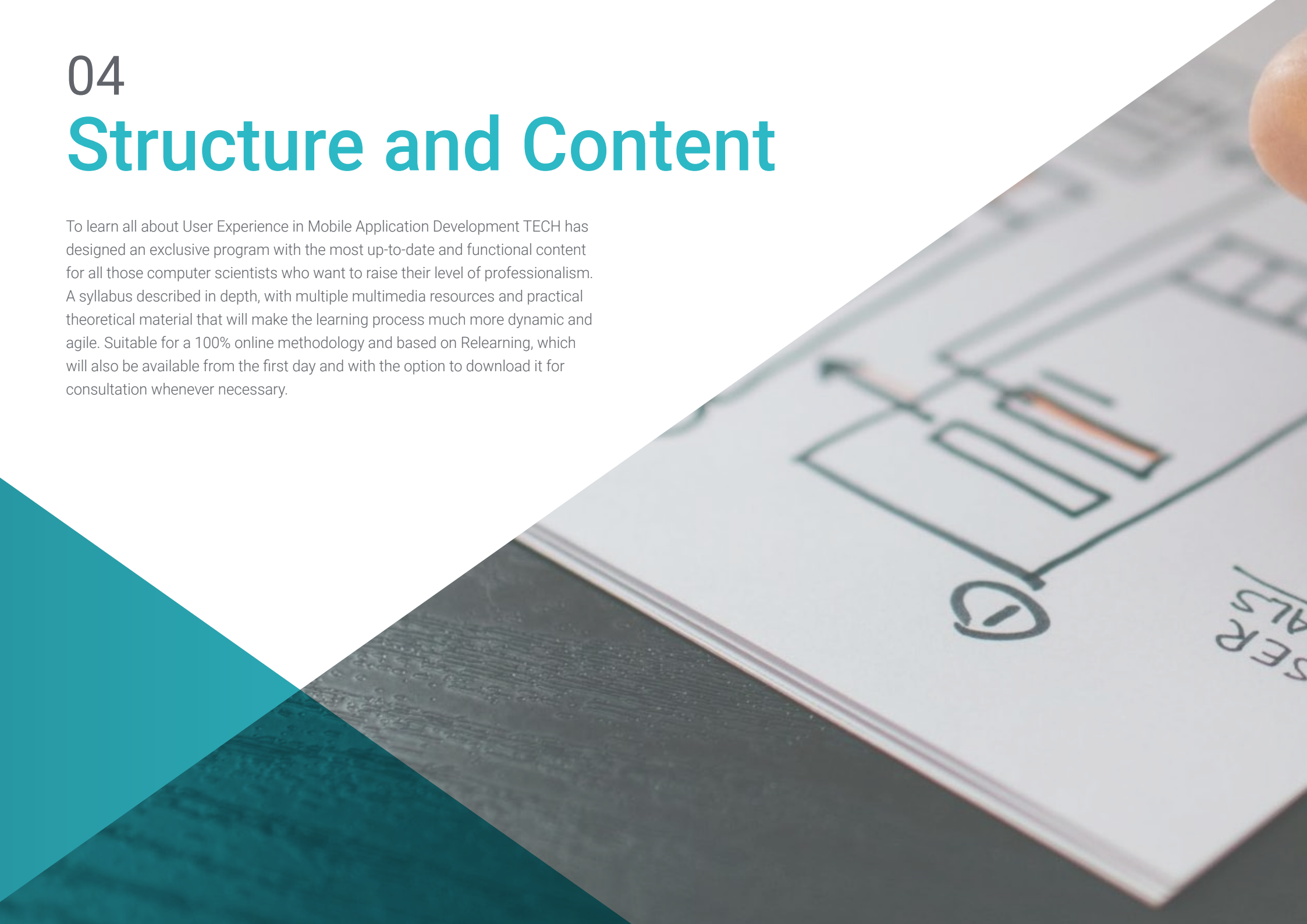
APPLY

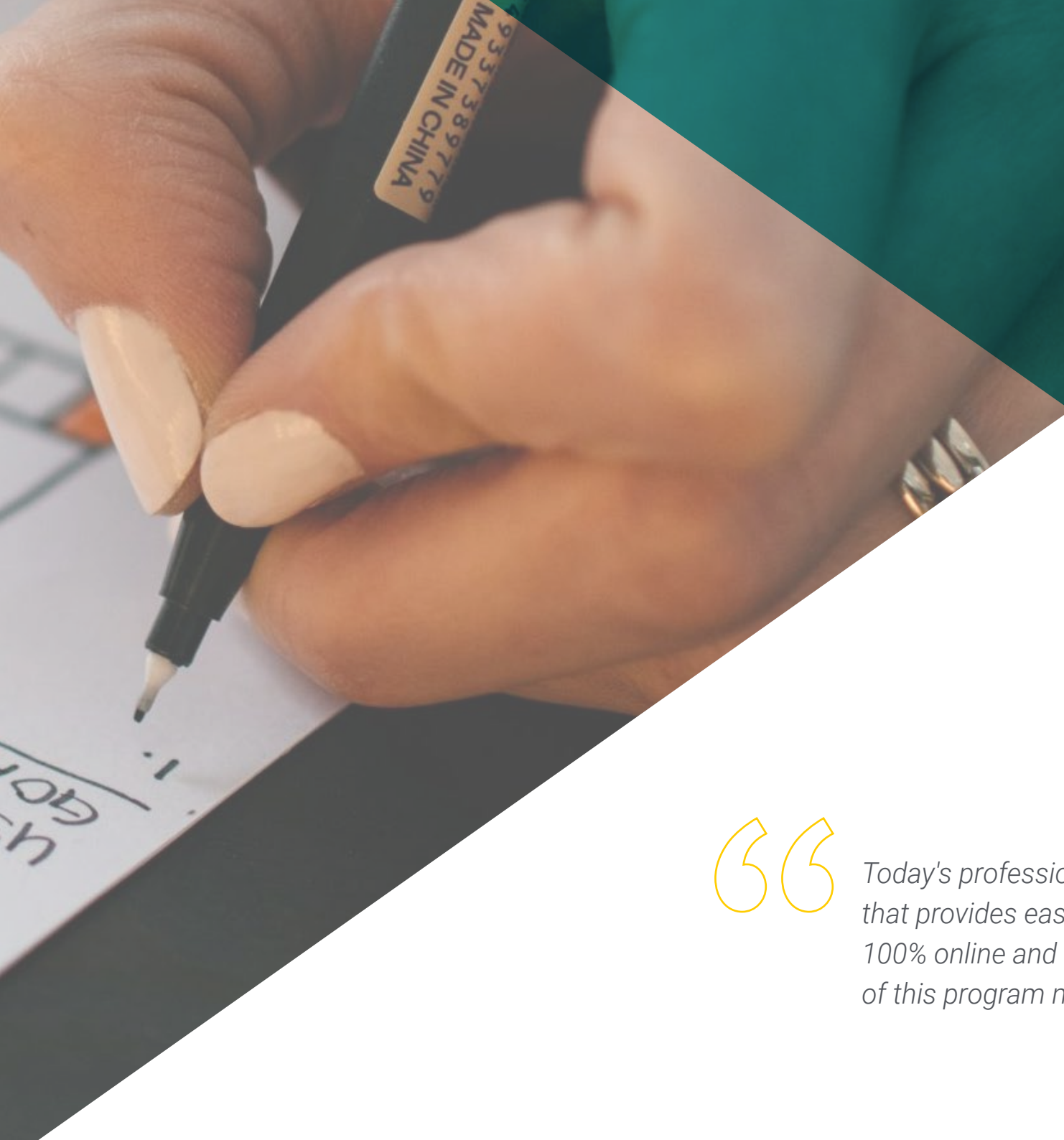


04

Structure and Content

To learn all about User Experience in Mobile Application Development TECH has designed an exclusive program with the most up-to-date and functional content for all those computer scientists who want to raise their level of professionalism. A syllabus described in depth, with multiple multimedia resources and practical theoretical material that will make the learning process much more dynamic and agile. Suitable for a 100% online methodology and based on Relearning, which will also be available from the first day and with the option to download it for consultation whenever necessary.



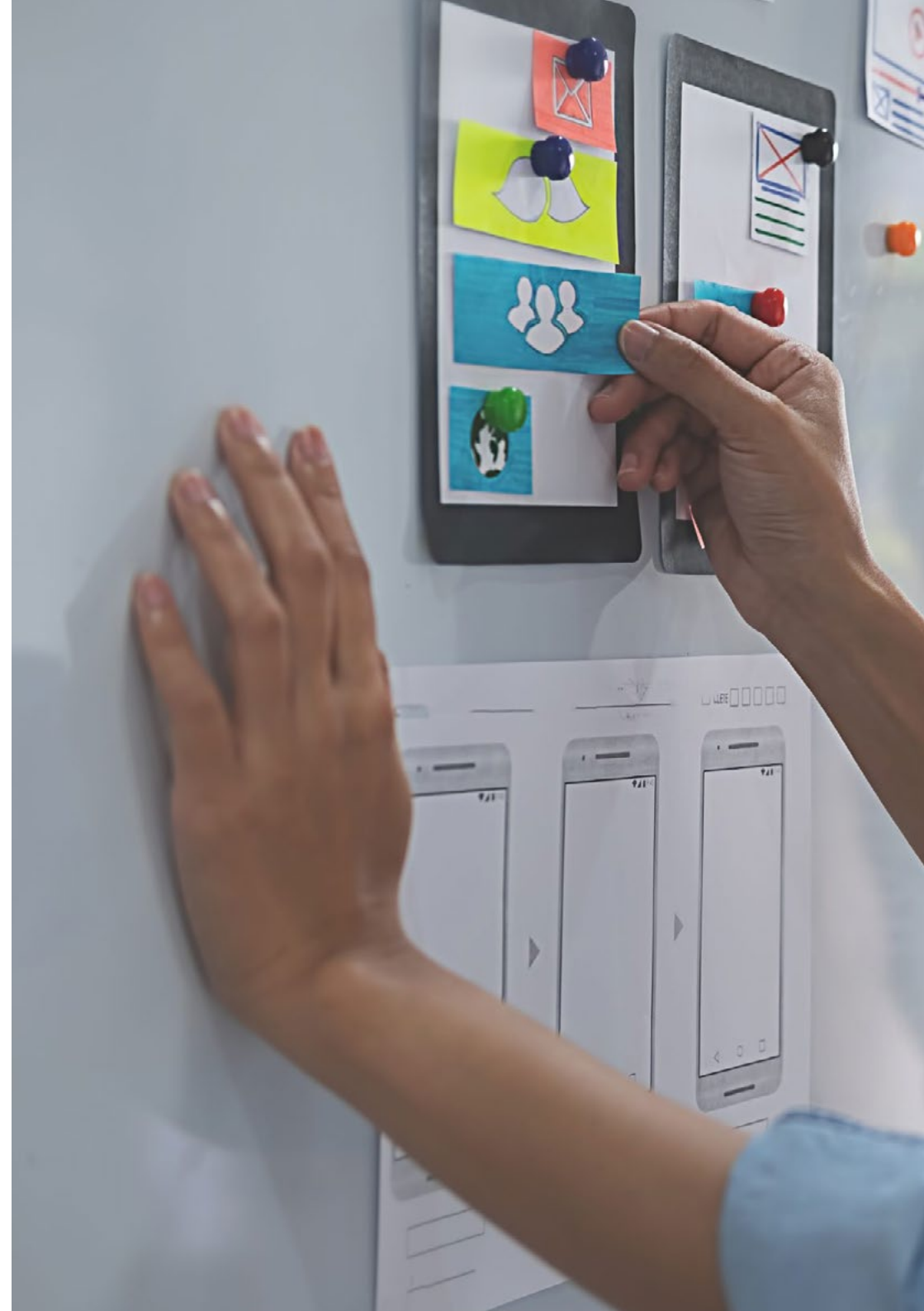


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Today's professional requires a qualification that provides easy and efficient learning. The 100% online and relearning-based methodology of this program makes it possible"

Module 1. Mobile User Experience

- 1.1. User Experience
 - 1.1.1. Client Experience
 - 1.1.2. Client Experience. Requirements
 - 1.1.3. Bidirectionality with the Client
- 1.2. Client Experience. Objectives and Equipment
 - 1.2.1. Client Experience. Objectives and Equipment
 - 1.2.2. Iterative Processes
 - 1.2.3. Information Required
- 1.3. Micro-Interactions
 - 1.3.1. End-to-End Relationship
 - 1.3.2. Interactions
 - 1.3.3. Omnichannel
- 1.4. User Behavior
 - 1.4.1. Foundation Design
 - 1.4.2. Web and Session Analytics
 - 1.4.3. Analytics Experts
- 1.5. State of the Art Technology
 - 1.5.1. Machine Learning
 - 1.5.2. Blockchain
 - 1.5.3. Internet of Things
- 1.6. Technical Components
 - 1.6.1. Technical Components
 - 1.6.2. Advanced Components: Devices
 - 1.6.3. Advanced Components: Different Profiles
- 1.7. Usability
 - 1.7.1. Nielsen Heuristics
 - 1.7.2. User Tests
 - 1.7.3. Usability. Errors





- 1.8. UX Techniques. User Experience
 - 1.8.1. Rules
 - 1.8.2. Prototyping
 - 1.8.3. Low-Code Tools
- 1.9. Visual Strategy
 - 1.9.1. User Interface Designer
 - 1.9.2. User Interface Work on the Web
 - 1.9.3. User Interface Work in Applications
- 1.10. Developer Frameworks
 - 1.10.1. CX Frameworks
 - 1.10.2. UX Frameworks
 - 1.10.3. UI Frameworks

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Learn the most up-to-date topics without sacrificing your current activities. Enroll now and check out the new way to study”

05 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.



A close-up photograph of a person's hands typing on a laptop keyboard. The image is partially obscured by a teal diagonal graphic element that covers the top right and bottom right portions of the page.

“

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.

“

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.



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

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 case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students 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 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.

This methodology has 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, and financial markets and 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 skills and abilities in each subject 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.



06 Certificate

The Postgraduate Certificate in User Experience in Mobile Application Development 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 Experience in Mobile Application Development** 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 diploma 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 Experience in Mobile Application Development**

Official N° of hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma 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
development language
classroom



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- » Exams: online

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