

# Postgraduate Certificate

## UX CX. Customer Experience



## Postgraduate Certificate UX CX. Customer Experience

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

Website: [www.techtute.com/in/information-technology/postgraduate-certificate/ux-cx-customer-experience](http://www.techtute.com/in/information-technology/postgraduate-certificate/ux-cx-customer-experience)

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# 01

# Introduction

In a business world marked by high competition and technology, Customer Experience comes into play as one of the fundamental pillars for the survival of any company. Customer Experience is one of the most valued and relevant fields in all industries in recent years. For this reason, this 100% online degree analyzes its essential role in the construction of applications and products and its most important technological aspects, through case studies based on real projects and experiences in European companies. The development of advanced technical knowledge in the most widely used tools enhances the graduate's profile in a market that demands user-centered professionals.





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*Customer Experience professionals are in high demand. Take advantage of this opportunity and give your career a boost”*

In the face of an innovative customer-centric culture that is transforming work teams, it is essential for IT professionals to combine their technical knowledge with a deep understanding of how customers access, use and value the products developed by their company. This Postgraduate Certificate places special emphasis on the areas of User Experience (UX) and User Interface (UI), as well as the application of these in the field of Artificial Intelligence and other disruptive technologies such as Blockchain, Internet of Things or Augmented Reality.

In this way, the graduate will develop new methodologies focused on the user and new ways of working adapted to a constantly changing environment. Thus, the importance of the user today will be analyzed and the feedback culture will be deepened. Specify omnichannel strategies and personalization based on micro-interactions. In turn, the computer scientist will address the use of prototyping and wireframing tools that allow communicating and transmitting ideas at an early stage of development.

Likewise, the student will be the one who decides when, where and how to assume the entire course load, as this is an online Postgraduate Certificate with great flexibility. There are no fixed schedules or face-to-face classes. All the content of the virtual classroom can be followed from any device with internet connection and is available for download.

This **Postgraduate Certificate in UX CX. Customer Experience** 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 UX CX. Customer Experience
- ◆ 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 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



*Succeed with TECH and acquire the knowledge and skills you need to embark on Customer Experience"*

“

*It provides concrete prototyping and wireframing tools, as well as Front End development frameworks”*

*IT professionals focused on the right customer experience offer a competitive advantage for better jobs.*

*The online methodology allows you to follow the Postgraduate Certificate from wherever you want and at your own pace, to combine your work, personal and academic life more easily.*

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.

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.



# 02 Objectives

Through this training, IT professionals will acquire the necessary knowledge to work in Customer Experience. All of this, with the security and efficiency of a Postgraduate Certificate created to boost IT professionals in the handling and approach of an integral management of the customer portfolio in order to offer a professional experience that will allow them to compete with their clients.







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*TECH helps you achieve your goals by offering you the best specialized teaching”*



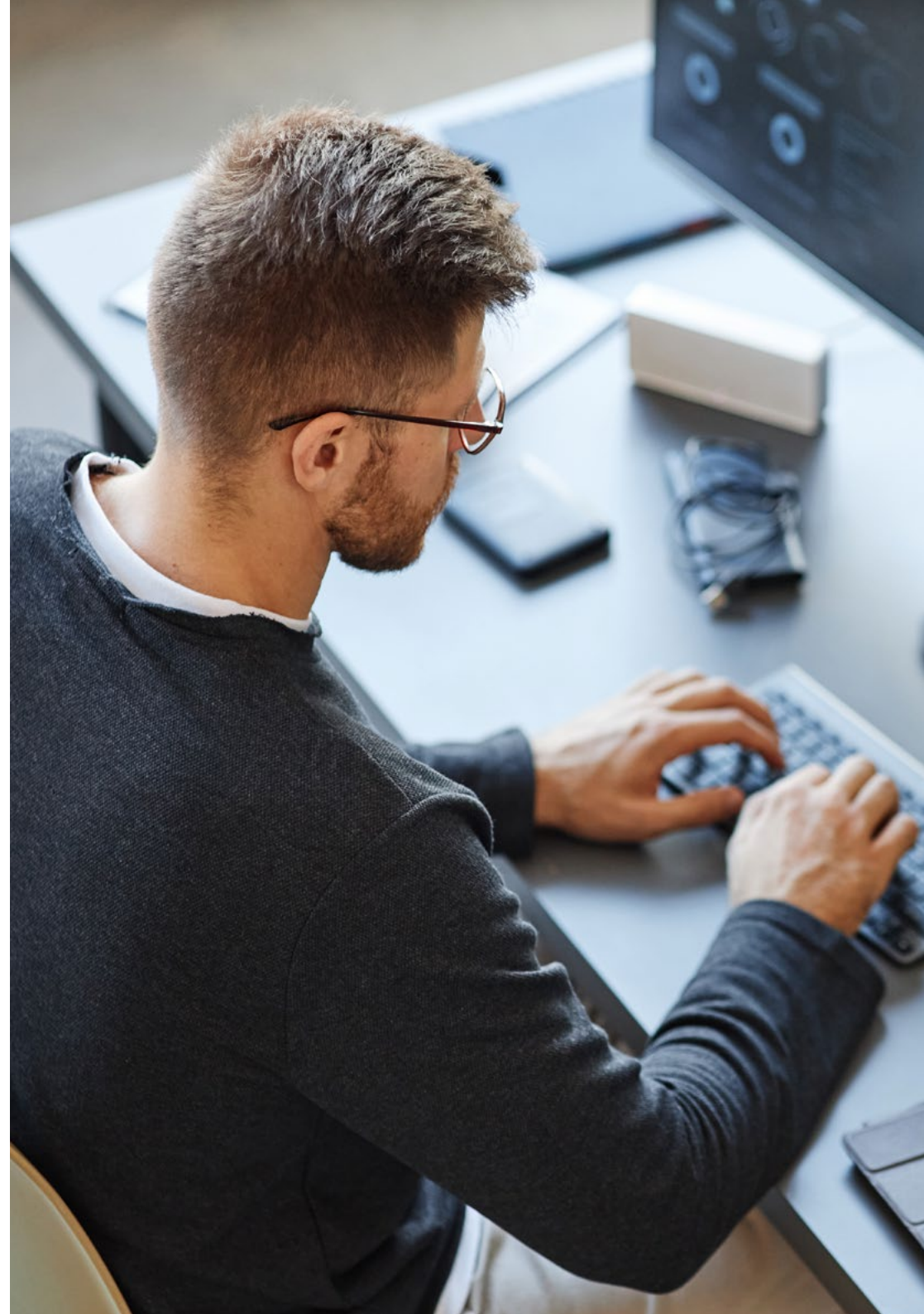
## General Objectives

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- ◆ Set the foundations of a customer-centric culture that changes the way products are developed and created, identify the most important methodologies
- ◆ Assess the most important tools and techniques in CX analysis and the common enterprise technology stack
- ◆ Determine how to develop a User Experience process from research to prototyping, testing and production start-up
- ◆ Analyze interface design, design theory, and how UIs can help exponentially improve the customer experience



*This Postgraduate Certificate will lead you to the concrete knowledge you need as a computer scientist to compete among the best in the industry"*





## Specific Objectives

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- ◆ Analyze the importance of the user today and delve into the feedback culture
- ◆ Specify omnichannel strategies and personalization based on micro-interactions
- ◆ Study the evolution of web analytics to behavioral analytics
- ◆ Determine how Artificial Intelligence has taken CX to the next level
- ◆ Establish the most important web experience, mobility and accessibility analytics techniques
- ◆ Present the Design Thinking methodology and the User Experience creation process
- ◆ Present concrete prototyping and wireframing tools, as well as front-end development frameworks

03

# Course Management

In its maxim of offering an elite education for all, TECH counts on renowned professionals so that the student acquires a solid knowledge in the fields of Customer Experience. This Postgraduate Certificate counts with a highly qualified team with extensive experience in the sector, which will offer the best tools for the student will offer the best tools for the student in the development of his or her their capabilities.





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*You will specialize in Customer under the guidance of professionals with years of experience in the sector and with the most innovative educational methodology”*

## Management



### D. 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 Spain S.L.

## 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



# 04

## Structure and Content

This Postgraduate Certificate gathers the best updated and specialized content in Customer Experience. The graduate will establish the foundations of the UX and CX methodologies UX and CX methodologies, to apply them in effective strategies that generate customer loyalty and loyalty to their customers. To do this, the student will learn to understand, design and manage the customer experience in a theoretical way, but also in a practical way, in order to achieve a real knowledge of the customer experience.



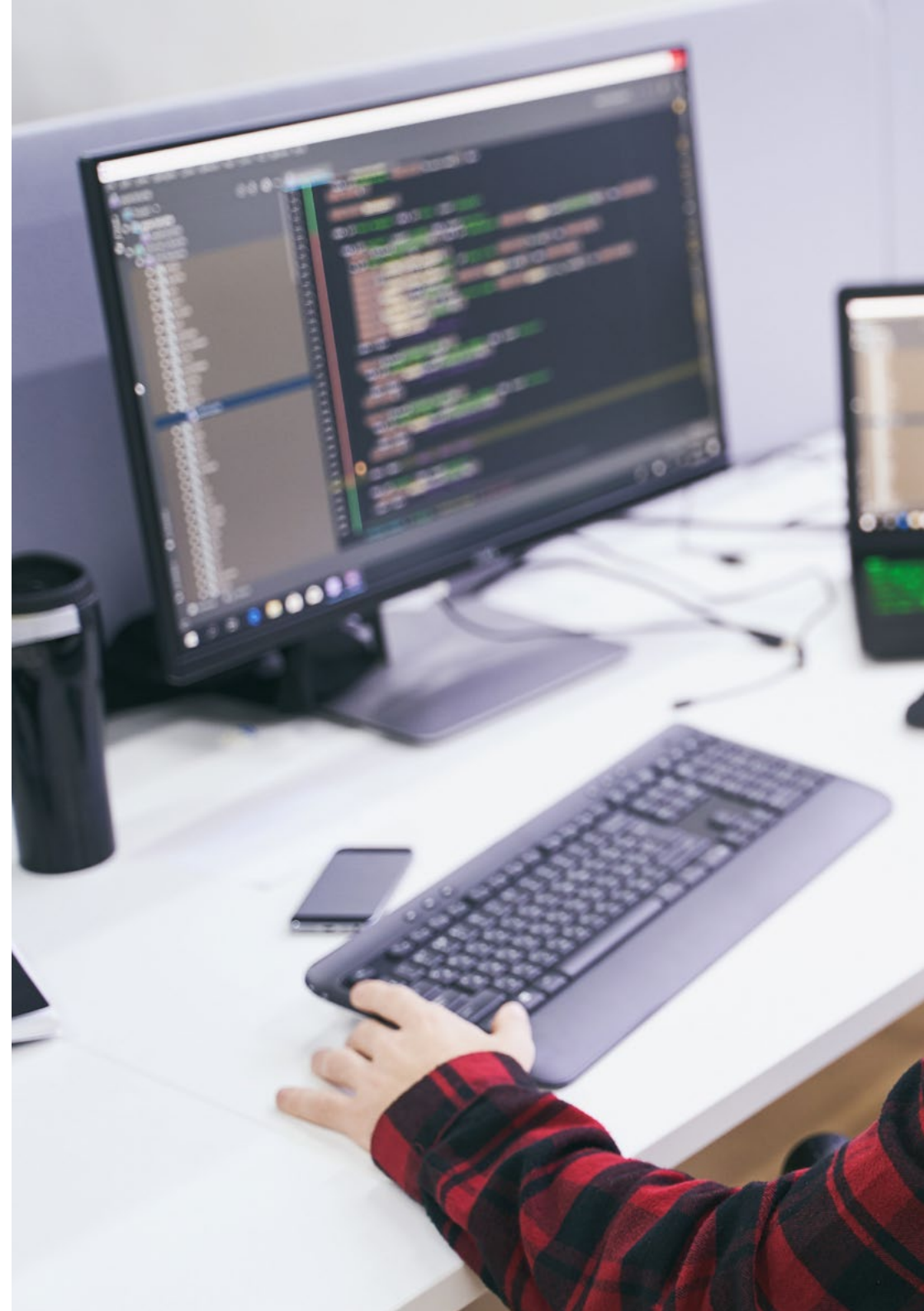


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*A curriculum has been established whose module provides a broad theoretical and practical perspective on UX and CX"*

## Module 1. UX CX. Customer Experience

- 1.1. Customer Experience
  - 1.1.1. Customer Experience(CX)
  - 1.1.2. New Consumer Needs
  - 1.1.3. Feedback in Customer Experience
- 1.2. Innovative Technologies
  - 1.2.1. Thinking Machines
  - 1.2.2. New Ways of Sharing Information
  - 1.2.3. Measuring What Cannot Be Measured
- 1.3. Channels of Interaction with the User
  - 1.3.1. Customer Analysis
  - 1.3.2. Personalization
  - 1.3.3. Multiple User Interaction Channels
- 1.4. User Analytics
  - 1.4.1. Web Structure
  - 1.4.2. User Analytics
  - 1.4.3. Advanced User Analytics
- 1.5. Nielsen and its Impact on CX
  - 1.5.1. Nielsen and its Impact on CX
  - 1.5.2. User Testing Techniques
- 1.6. Customer Experience Tools
  - 1.6.1. Advanced Tools
  - 1.6.2. Mobility
  - 1.6.3. Accessibility
- 1.7. New Methodologies
  - 1.7.1. The User's Challenge
  - 1.7.2. UX Process
  - 1.7.3. User Research
- 1.8. Communication of a Design
  - 1.8.1. Wireframing
  - 1.8.2. Design Communication Tools
  - 1.8.3. Advanced Design Communication Tools





- 1.9. UI design
  - 1.9.1. UI design
  - 1.9.2. Web and Mobile Interfaces
  - 1.9.3. Web and Mobile Components
- 1.10. Elaboration of a CX
  - 1.10.1. Elaboration of a CX
  - 1.10.2. Design of New Experiences
  - 1.10.3. Interfaces

“ Thanks to this high-level Postgraduate Certificate, you will advance quickly and steadily in the acquisition of knowledge, with the scientific rigor of quality teaching”

# 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.



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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.

“

*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

This Postgraduate Certificate in UX CX. Customer Experience guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

This **Postgraduate Certificate in UX CX. Customer Experience** 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: **This Postgraduate Certificate in UX CX. Customer Experience**

Official No. 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.



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