

DIGITAL USER EXPERIENCE (UX)

Fast Track User Experience Training Course

Marketing

we build
business
professionals

BBI

BUCHAREST
BUSINESS
INSTITUTE

bbi.ro



INTRODUCTION

Turbo-boost your digital presence by creating a world-class Digital User Experience.

You'll learn the best practices to help you inform, persuade and convert your audience.

TO WHOM DO WE RECOMMEND THE TRAINING

- 🕒 Marketing managers
- 🕒 Digital managers
- 🕒 Designers & copywriters

WHAT DO YOU WIN IF YOU CHOOSE THIS COURSE

- 🕒 **Confidence** – you'll be able to talk about User Experience and know that you're probably the best-informed person in the room
- 🕒 **Business case** – we'll talk about how to make the case for investing in a better User Experience
- 🕒 **Philosophy & Principles** – developing the mind-set that creates great User Experiences
- 🕒 **Strategy** – issues to consider when formulating your User Experience strategy

TRAINING STRUCTURE

Foundations & Strategy

An introduction to the jargon of User Experience and how organisations can organise themselves to deliver great experiences.

Research & Testing

Best practices to find out what people want and how to improve your User Experience.

Strategy issues

A comprehensive discussion of the areas your organisation's User Experience strategy should address.

User Experience (UX) principles

How do people behave online and what are some of the fundamental 'Thinking Tools' to create a great experience?

Design guidelines & patterns

Practical, detailed and evidence-based solutions to common design problems, for example: what should appear on my Homepage?

Persuasive design

Techniques to create a message that is more likely to persuade and motivate your audience.

Expert trainer

Tim Fidgeon, BSc, MSc



- ⊙ Tim is one of the World's top digital trainers and consultants
- ⊙ He has been helping organisations develop market-leading digital strategies and experiences since the late 90s
- ⊙ His clients have included: BBC, Coca-Cola, Financial Times, Sony, Vodafone
- ⊙ Tim's articles on digital marketing and user experience have been published by: .net magazine, New Media Knowledge, Usability News & Web Standards Group

BUCHAREST BUSINESS INSTITUTE

Centrul de excelență care oferă traininguri de business și cursuri de dezvoltare personală.

Creăm lideri și experți în business de talie internațională

Îți oferim experiența de învățare premium de care ai nevoie pentru a-ți dezvolta abilitățile profesionale și personale la cel mai înalt nivel.

BUCHAREST BUSINESS INSTITUTE a fost creat de profesioniști cu vastă experiență în afaceri pentru a-ți oferi educația de care ai nevoie să îți dezvolti business-ul la nivel internațional.

La **BUCHAREST BUSINESS INSTITUTE** vei descoperi o experiență de învățare unică, experți de top, conținut de înaltă calitate și networking, de care ai nevoie pentru a-ți crește afacerea.

Știm că liderii din mediul de business sunt adevărații influențeri prin acțiunile importante pe care le desfășoară în fiecare zi. Scopul nostru este să îi ajutăm să ia decizii strategice oferindu-le cele mai bune programe de training.

Descoperă o experiență unică de învățare

Leadership

Branding

Management

Public Speaking

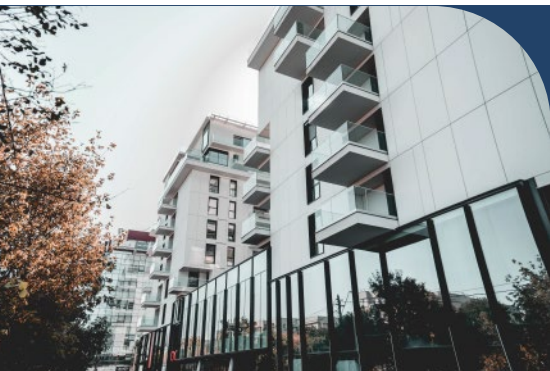
Vânzări

Comunicare

Marketing

Resurse Umane

Antreprenariat



Adresa

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