PUTTING OUR KNOW–HOW TO WORK FOR YOU: UX AND USABILITY ENGINEERING SEMINARS

Certification for Professional for Usability and User Experience (CPUX)

DO YOU SPEAK UX?

WE ARE EXPERTS IN USER EXPERIENCE

User Experience is now an indispensable part of successfully developing and designing products and services. Every product and service results in a user experience, whether this is intended or not; there is no such thing as a product without UX. This makes it all the more important to focus on end users at an early stage when developing products and services and to never lose sight of a positive UX.

In our UX seminars, you will learn the basics of a development process oriented towards the user. You will become familiar with key terms and concepts from different areas of expertise in the usability and user experience.

Spiegel Institute is an independent, owner-operated institute for consumer research and user experience consulting with locations in Germany and China. We have a passion for ideation and user-oriented design: from generating ideas through the usability context analysis to designing and safeguarding measures.

Since its founding in 1950, the Institute has dealt with the question of how people experience products, applications and services. User experience is now more relevant than ever before. At the Spiegel Institute Academy, you can benefit from our experience and extensive know-how in our professional seminars and workshops.

SEMINARS FOR ASPIRING UX PROFESSIONALS

Introduction to Usability Engineering: CPUX-F

· Learn the specific and practical fundamentals of a human-oriented
 design process according to DIN ISO 9241-210.

· Acquire knowledge and practical experience in the following areas
 of expertise:
  - Usability principles and guidelines
  - Understanding and specifying the usability context
  - Specifying user requirements
  - Specifying interaction
  - Usability tests
  - Inspections and user surveys
  - Process management and use of methods

· After successful completion of the seminars, you will obtain a certificate as
 a "Certified Professional for Usability and User Experience – Foundation Level
 (CPUX-F)".

Evaluation and Usability Testing: CPUX-UT

· Gain in-depth knowledge on the most important terms and concepts
 in the field of evaluation and usability testing.

· Gather intensive practical experience on usability tests and evaluations:
 Planning, implementation, documentation and evaluation.

· After successful completion of the seminars, you will obtain a certificate as
 a "Certified Professional for Usability and User Experience – Usability Testing
 (CPUX-UT)".

User Requirements Engineering: CPUX-UR

· Expand your knowledge of the most important terms and concepts
 in User Requirements Engineering: Usability context analysis and
 user requirements.

· Gather intensive practical experience on user requirements engineering:
  - Create user group profiles
  - Plan, carry out, and document contextual interviews and participant
   observations
  - Systematically determine needs from usability context descriptions
  - Specify, organize and prioritise user requirements

· After successful completion of the seminars, you will obtain a certificate as
 a "Certified Professional for Usability and User Experience – User Requirements
 Engineering (CPUX-UR)".

For more information, go to www.cpux-seminare.de

OUR OFFER AT A GLANCE

· Seminar facilitators with practical know-how

· High practical relevance

· Above average completion rate

· Certificate for UXQB® conferred upon completion

· Target group:
  - Usability professionals
  - Product managers
  - UX consultants
  - UX and UI designers
  - Developers
  - Software specialists
  - Project managers or owners
  - and many others

· Suitable for beginners and experienced professionals who want to expand, review and consolidate their practical knowledge.

· Implementation of seminars at the Spiegel Institute Academy

· Individual in-house seminars at your company, e.g., for teams, also available in English

· We would be happy to compile an individual seminar program for you!

THE CPUX CERTIFICATES

· The Spiegel Institute Academy is a recognized training provider of UXQB®.

· The CPUX curriculum is created by UXQB® – International Usability and User Experience Qualification Board.

· The UXQB® is an association of international experts on usability and user experience.

· The certification is recognized by leading European professional associations for example, in Germany, Switzerland, Denmark, Austria and UK.

· The certificates certify internationally recognized competence and fundamental practical knowledge according to the state of the research in the area of Usability & UX.

· The certification is the non-university standard for the professionalization of the UX field.

· The certification is awarded by independent auditors.

spiegel**Institut**

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Berufsverband der Deutschen Usability
und User Experience Professionals