Circus Street™

User Experience (UX)

💡 Learn about

The experience you provide to your users can have a huge impact on your bottom line - how they feel when they interact with your website or app will affect how much they engage with your content and ultimately, whether they'll convert. In these lessons, we explain what UX is and how it might impact your business, we consider how to view your website or app from the perspectives of your users, adapting your designs to meet their needs, and we look at how to measure success and evaluate if your efforts are bringing about the results you hope to achieve.

▷ **1 Lesson**	
Lesson 1	29 min
Lesson 2	30 min
Lesson 3	27 min

NEW

📄 Lesson Overview

Lesson 1: An Introduction to UX
In this lesson, we explore the user experience - what it is, how it impacts your business and how to build it into your strategy.

In this lesson you will learn:

✓ The key areas that impact a user's experience and the expectations around these
✓ How implementing a UX strategy and core processes will affect various parts of a business
✓ The most common methods for user testing and research for UX purposes

Lesson 2: UX Design Fundamentals
An exploration of the fundamentals of UX design, looking at what makes a good or a bad design and how usability and accessibility come into play.

In this lesson you will learn:

✓ To identify elements of a site or app which are examples of good or bad UX design
✓ About the role of accessibility in UX design and the impact it can have
✓ To recognise areas for consideration when reaching an international audience

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Lesson 3: Evaluating UX and Usability

In this lesson, we look at how to measure success, including some key metrics and best practices for carrying out effective user research.

In this lesson you will learn:

✓ To recognise the criteria commonly assessed when performing a UX review

✓ The best practices for various types of user testing

✓ Useful metrics for monitoring the success of your UX strategy