

## **Session 1** Aban 30

### **Design Thinking** (Kiarash Amalivand) 6h:

- Design Thinking Definition
- Design Thinking Models
- Problem Solving
- UX Definition
- Usability Definition

## **Session 2** Azar 7

### - **Service Design Promise** (Hadi Ebnodean) 5h:

- Why your app exists?
- Why should anyone choose to use it instead of others?
- Why should they keep using it?

## **Session 3** Azar 14

### **Research** (Kiarash Amalivand) 6h:

- Observation
- User Experience Research
- User Experience Surveys
- Focus Groups & Interviews
- Benchmarking
- User Persona
- User Story
- User Scenario

## Session 4 Azar 21

### Customer / User Journey Map (Shervin Mashayekh) 5h:

- Introduction to journey maps:
  - What they are and why they work
  - The power of storytelling
  - The power of the visual format
  - Qualities of successful journey maps
  - Goals of customer journey maps
  - Creating empathy
  - Driving conversation and engagement
  - Building consensus
  - Revealing opportunities
- The framework: (Elements of a customer journey map)
  - Personas
  - Scenarios
  - Actions
  - Mindsets
  - Emotions
  - Touchpoints and channels
  - Findings
- Evaluate the experience:
  - Transitional volatility
  - Gaps and opportunities
  - Moments of truth
  - Value exchange
  - Craft the visual narrative
  - Identifying key components
  - Separating insights from details
  - Highlighting areas of opportunity
  - Using hierarchy to lead viewers through the narrative
  - Confirming your key takeaways are communicated
- The culmination:
  - Communicating and acting on your findings
  - Who should see it and why they'll care
  - Communicating your takeaways
  - Prioritizing findings
  - Turning your insights into action

## **Session 5** Azar 28

### **UX Design** (Kiarash Amalivand) 4h:

- Information Architecture
- User-Centered Design
- Data Driven Design
- Wireframe Design
- Wire-flow Design
- Navigation Design
- Interactive Prototyping
- Usability Test
- A/B Test
- Mouse Tracking
- Heat Map
- Data Analyzing tools

### **UX Writing** (Hossein Vahdani) 2h

## **Session 6** Day 5

### **Interaction Design** (Ali BaBaei) 3h:

- Understanding Interaction Design
- Interaction Design and UXD
- Interaction Design and Usability
- Interaction Design and Visual Design
- Human Cognition, Emotion and Perception
- Interaction Design Process
- User Requirements
- Task Flow
- Learnability
- Interface Action Cycle
- Time Design
- Human Errors
- Prototyping
- Beyond Usability

### **Marketing in Product** (Sheragim Moradi) 3h:

- Marketing Definitions
- Marketing Strategy
- Digital Marketing Channels
- Digital Marketing Platforms & Tools
- Products (Websites & Applications) Analyze

## Session 7 Day 12

### Product Management (Kianoosh Keighobadi) 5h:

- What is the Product Management?
- What is the Product?  
(Product Definition, Product Nature, Products Evolution)
- Who is the Product Manager?  
(Personality, Responsibility, Knowledge, Tasks, OKR Setting, Product Roadmap)
- How to build a Product Team?  
(Team Arrangement, Team Building, Dynamic Arrangement, Processes)
- How to Measure Product Success?  
(KPI, Micro KPI, KR Achievements)
- Product Manager Skills

## Session 8 Day 19

### User Interface Design (Hassan Hemmati) 3h:

- Set up a Project in Adobe XD CC
- Adobe XD Introduction

### Illustrations & Iconography (Hesam Keramati) 3h:

مبانی طراحی آیکون ست  
انواع آیکون  
تست کاربردپذیری آیکون  
آشنایی با ابزار تصویرسازی  
مراحل تصویرسازی از ایده تا اجرا  
نحوه اجرا تصویرسازی با توجه به فضای محصولی  
بررسی ترند های روز در تصویر سازی

## **Session 9** Day 26

**User Interface Design** (Hassan Hemmati) 3h:

### **UI Design Introduction**

- UI Design Principles
- Colors
- Typography
- Layout, Grids, Spaces

**Typography in products** (Moslem Ebrahimi) 3h

## **Session 10** Bahman 3

**User Interface Design** (Hassan Hemmati) 6h:

### **UI Design Introduction**

- Icons
- Images
- Buttons

### **Introduction of UI Design Tools:**

#### **UI Design Softwares:**

Sketch, Adobe XD, Figma, Invision Studio

#### **Prototyping Tools:**

Invision, Principle

#### **Micro Interaction Systems:**

Principle, After Effects

#### **Version Control Systems:**

Abstract, Dropbox, Drive

#### **Handoff Systems:**

Zeplin, Simpli

### **Creating UI Elements in Adobe XD CC:**

Radio button, Checkbox, Text input, Dropdowns, Switch, Sliders, Date/Time picker, Rating Element, All forms

## **Session 11** Bahman 10

**User Interface Design** (Hassan Hemmati) 4h:

### **UI Elements:**

**Data:** table, tag, progress, tree, pagination, badge

**Notifications:** Alert, Loading, Message, Notification

**Navigations:** Navigation bar, Tab, Breadcrumb, Header, Stepper

**Others:** modal, tooltip, pop over, card, carousel, timeline, infinite scroll