भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi

THE PROTOTYPE FOR
A GREAT CAREER

Certificate Programme in
Design Thinking for User Experience
(Batch 02)

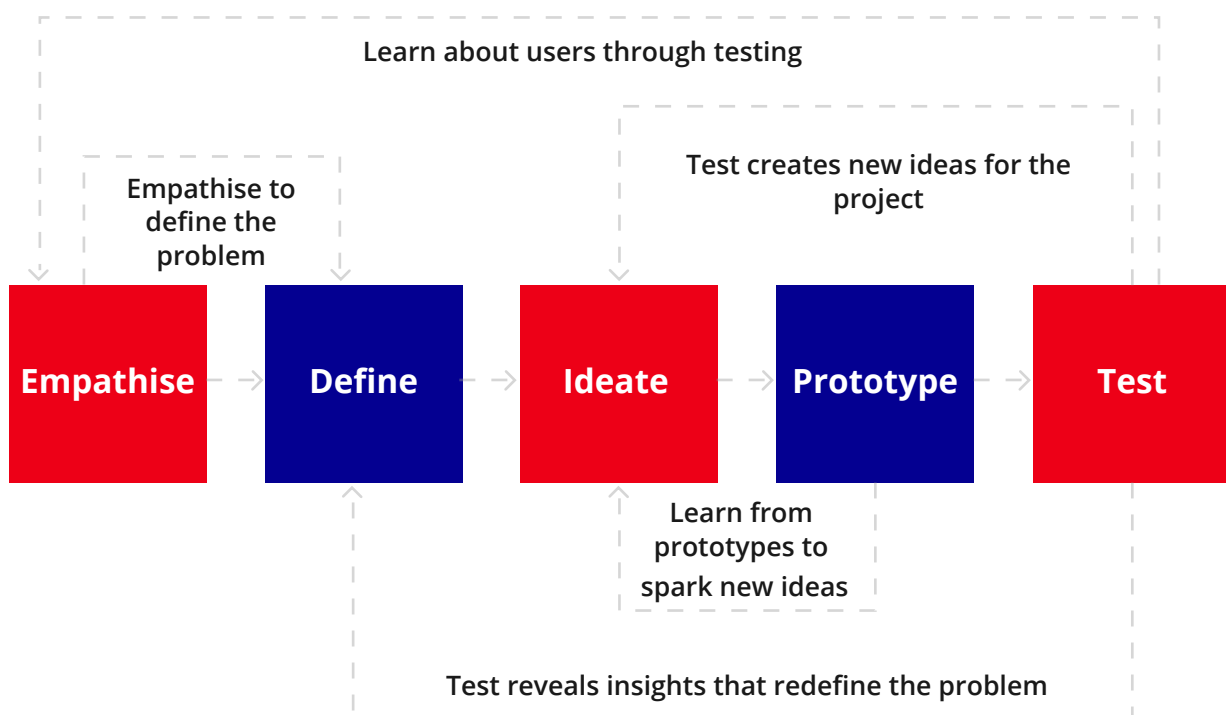6 Months | Starts 24th June, 2023 | Live Online Lectures

User Experience (UX) Design

User experience (UX) can be defined as to any and every interaction a user has with a product or service. The objective of UX Design is to create easy, efficient, relevant and all-round pleasant experiences for the user. UX designers combine market research, product development, strategy, and design to create seamless user experiences for products, services and processes. A career in UX Design is fast-paced and challenging, requiring a highly diverse skillset.

Design Thinking for Better UX Design

While Design Thinking isn't limited to UX Design there is a significant overlap between the two. The similarity stems from the fact that both apply a human or user-focused approach and are non-linear, iterative processes that seek to understand users, challenge assumptions, redefine problems, and create innovative solutions to prototype and test.

Design Thinking - A non-linear process

Learn about users through testing

Test creates new ideas for the project

Empathise to define the problem

| Empathise | → | Define | → | Ideate | → | Prototype | → | Test |

Learn from prototypes to spark new ideas

Test reveals insights that redefine the problem

Design Thinking counteracts human biases that inhibit creativity and provides a structure to the UX Design process, emphasising engagement, dialogue, and learning to achieve the only goal of UX design–creating delightful user experiences.

Programme Highlights

A programme from DoD (Department of Design), IIT Delhi. IIT Delhi is ranked #3 as per QS World University Rankings 2023 in India.

6-month, online programme for working professionals

80 hours of online live sessions by IIT Delhi faculty and industry experts

Peer-learning and networking opportunities

IIT Delhi Continuing Education Programme (CEP) Certificate

Who Should Attend?

- Professionals working or aspiring for a role as a UI/UX designer
- Fresh graduates or post-graduates with a minimum one-year industry experience, seeking a career in this growing industry.
- Professionals working in the IT Industry who want to upgrade their skills from Visual Design/UI Design and Engineering to User Experience Design

Learning Outcomes

Basic tenets of UI/UX design

Applying Design Thinking in the creation of digital products through the UX design process

Learning the human-centered design process of User Research, Analysis, Ideation/Synthesis, Testing and Implementation

Developing delightful user experiences and products

Learning market research, product development, strategy, and design to create seamless user experiences for products, services and processes

Programme Curriculum

Module 1: Introduction to UX Design

- Design Thinking Process
- Interaction Design and User Experience
- Case Studies in Various Domains

Module 2: UX Research

- User Contextual Inquiry and Interviews
- Affinity Mapping and Card Sorting
- User Surveys
- Contextual Research and Ecosystem Mapping

Module 3: UX Analysis

- Personas, Ecosystem Maps, Journey Maps
- UX Opportunity Maps
- User Flows and Task flows

Module 4: UX Ideation

- Wireframing
- Low-fidelity Prototyping Methods

Module 5: UX Execution

- Heuristic and HCI Principles
- UI Design Principles – Typography, Grids, Composition
- Gestalt Principles
- Design Systems

Module 6: Usability Testing

- A/B Testing
- Heuristic Evaluations
- Usability Lab Testing Methods

Programme Details

Duration
 6 Months - (80 hours)

Programme delivery
Live Online Sessions delivered Direct-to-Device (D2D)

Class Schedule
Saturday: 9:30 am to 12:30 pm

Eligibility
- Graduate from any discipline (at least 10+2+3)
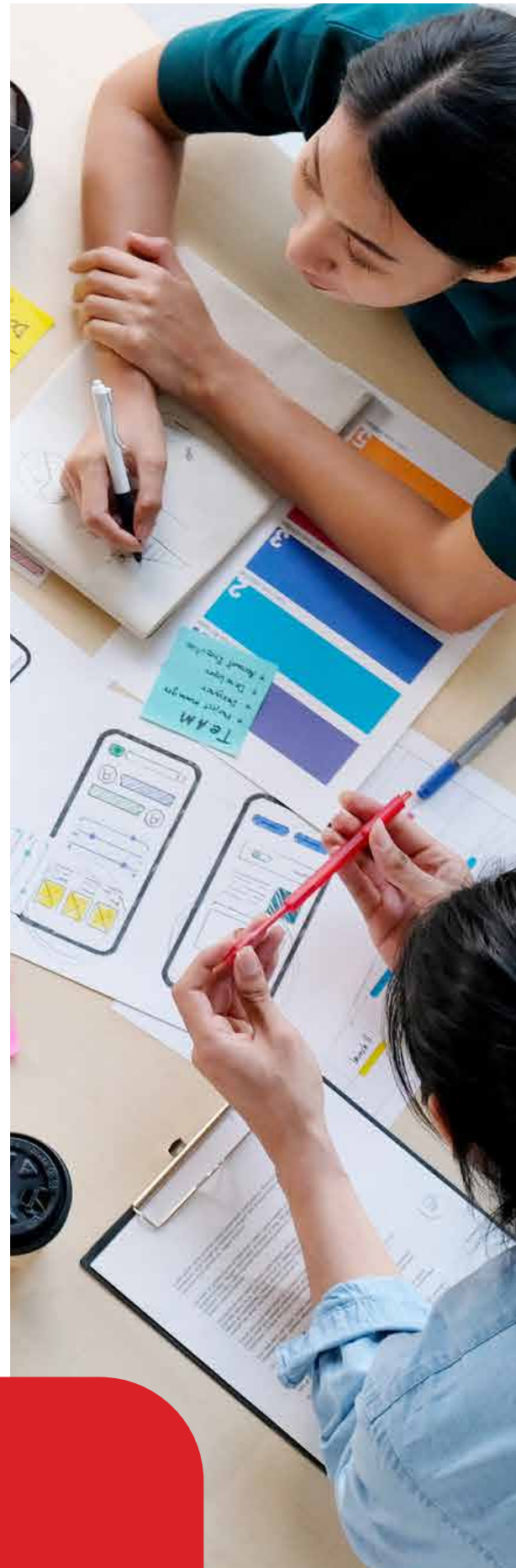- Minimum 1 year of industry experience

Attendance Criteria
A minimum of 60% attendance is a prerequisite for the successful completion of the programme.

Admission Criteria
Selection based on application review

Evaluation

Evaluation is project based. Certificate of completion criteria: Attendance, Assignments + Project Completion

Certificate sample (top):

Indian Institute of Technology Delhi
HAUZ KHAS, NEW DELHI- 110016

Programme Code: ....

Department/Centre/School of ....

Continuing Education Programme
On
Title of the Programme

This is to certify that

Mr./Ms.   **Name Of The Participant**

has successfully completed the online certificate programme on **"Title of the Programme"** held from .... to .... the by the Indian Institute of Technology Delhi.

Prof.
Programme Coordinator

An initiative under eVIDYA@IITD (ई-विद्या@IITD)

Certificate sample (bottom):

Indian Institute of Technology Delhi
HAUZ KHAS, NEW DELHI- 110016

Programme Code: ....

Department/Centre/School of ....

Continuing Education Programme
On
Title of the Programme

This is to certify that

Mr./Ms.   **Name Of The Participant**

has participated in the online certificate programme on **"Title of the Programme"** held from .... to .... the by the Indian Institute of Technology Delhi.

Prof.   **Prof.**   **Prof.**
Programme Coordinator   Head of the Department   Head, QIP/CEP

An initiative under eVIDYA@IITD (ई-विद्या@IITD)

Certification*

- Candidates who score at least 60% marks overall and have minimum attendance of 60% will receive a 'Certificate of successful Completion' from CEP, IIT Delhi.
- Candidates who score less than 60% marks overall and have minimum attendance of 60% will receive a 'Certificate of Participation' from CEP, IIT Delhi.
- The organising department for this programme is the Department of Design.

*Only e-certificates will be issued by CEP, IIT Delhi as per the sample above.

Programme Faculty

Dr. ANEESHA SHARMA
Head, Department of Design
Indian Institute of Technology Delhi

Dr. Aneesha Sharma is the Head of the Department of Design at IIT Delhi where she teaches courses on UX design, Usability & Information, and Design & Data Visualisation. She has more than 23 years of experience in the practice and education of UX Design. Before joining IIT Delhi, Dr. Aneesha was the Head of the Information Design Department at NID.

In the design industry, Dr. Aneesha headed the India UX team at GE Digital where she was involved in creating UX products for the manufacturing and automation sectors. She has also worked in the government sector where she conceived digital identities for varied Indian government ministries.

Dr. Aneesha has a BFA from Sir. J.J. Institute of Applied Arts, Bombay, a M.Des degree in Visual Communication, and a PhD from Industrial Design Centre, IIT Bombay.

Programme Fees

Particulars	Amount (₹)
Programme Fee	1,35,000
GST@18%	24,300
Total	**1,59,300**

Note: All fees should be submitted in the IITD CEP Account only, and the details will be shared post-selection.

Instalment Schedule

Instalment	Date	Amount (₹)*
I	Within one-week of offer-rollout	36,000
II	10th August, 2023	33,000
III	10th September, 2023	33,000
IV	10th October, 2023	33,000

*GST @18% will be charged extra in addition to the fee.

Programme Timelines

Application closure date	19th June, 2023
Programme start date	24th June, 2023
Programme end date	December 2023

APPLY NOW

भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the "Institutes of Technology (Amendment) Act, 1963" and was renamed as "Indian Institute of Technology Delhi". It was then accorded the status of a Deemed University with powers to decide its own academic policy, conduct its own examinations, and award its own degrees.

Since inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management, and Humanities & Social Sciences.

For more details, please visit: www.iitd.ac.in

Continuing Education Programme (CEP)

Executive education is a vital need for companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs in the technological, business, and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD(ई-विद्या @IITD), enabling Virtual and Interactive learning for Driving Youth Advancement @IITD for Indian as well as international participants.

These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society, and individual participants at national and international levels with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.

For more details, please visit: http://cepqip.iitd.ac.in

4th	**4**th	**3**rd
in NIRF Ranking 2022 (Management)	in Outlook ICARE Rankings 2022 (Engineering)	in QS World University Rankings 2023 in India

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

Programme offered by Continuing Education Programme (CEP), IIT Delhi