



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



Certificate Programme in Design Thinking for User Experience (Batch 03)

6 Months | Starts 23rd November, 2024 | Live Online Lectures

Programme Overview



Certificate Programme in Design Thinking for User Experience – Batch 03

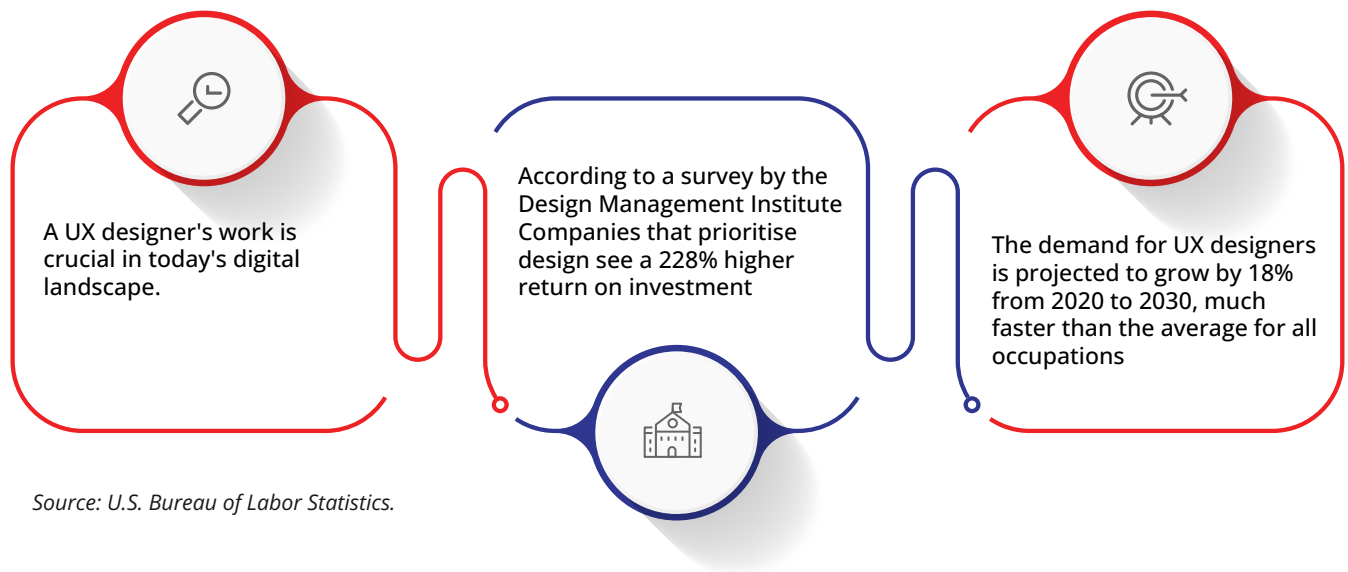
Welcome to IIT Delhi's Certificate Programme in Design Thinking for User Experience - Batch-3! This programme is designed to elevate your UX design skills by immersing you in the human-centered design process. You will master user research, analysis, ideation, testing, and implementation, turning insights into innovative, user-friendly solutions.

Perfect for both aspiring and experienced UX professionals, this programme equips you with essential tools and techniques to advance your career. By the end, you will be adept at applying design thinking principles to create exceptional user experiences. Join us at IIT Delhi and take your UX expertise to new heights!

Programme Narrative

User Experience (UX) Design: Crafting Delightful Interactions

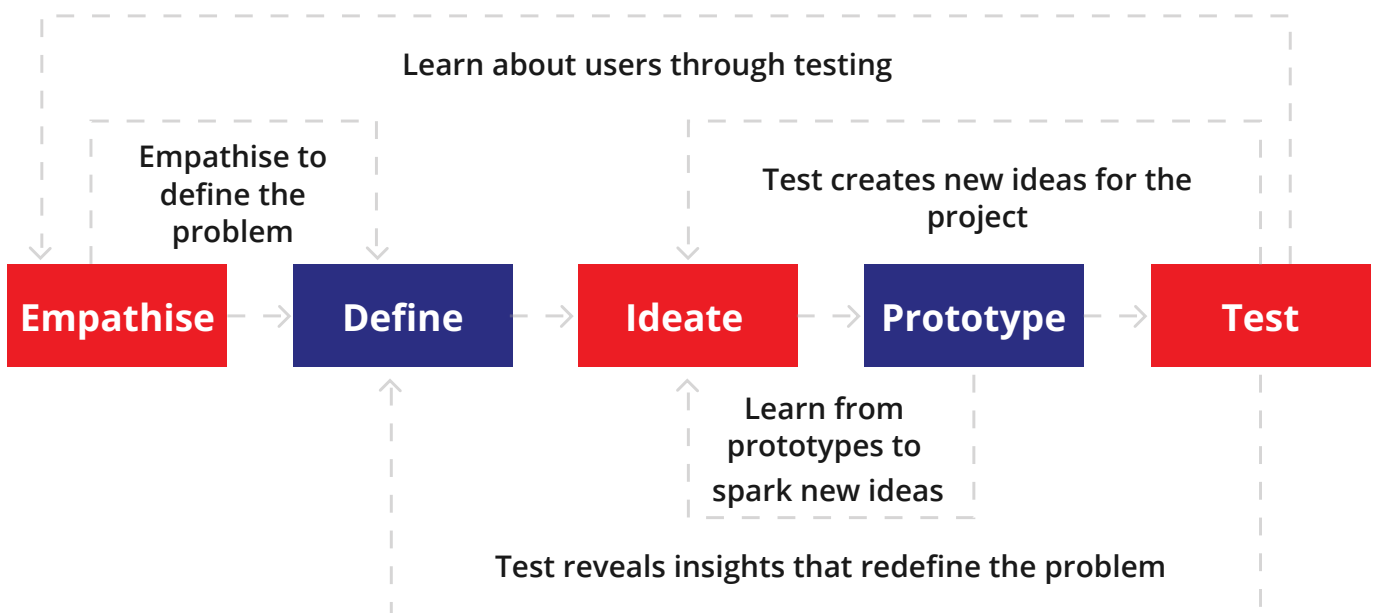
User experience (UX) encompasses every interaction a user has with a product or service. The goal of UX design is to create experiences that are easy, efficient, relevant, and overall pleasant for the user. UX designers blend market research, product development, strategy, and design to craft seamless user experiences across various products, services, and processes. This career is fast-paced and challenging, demanding a diverse skill set that includes empathy, creativity, and technical proficiency.



Design Thinking for Better UX Design

Design Thinking and UX design both focus on human-centred, iterative processes aimed at understanding users, challenging assumptions, redefining problems, and creating innovative solutions.

Design Thinking involves five stages:



It starts with understanding user needs. These insights define the problem, followed by generating ideas to solve it. Prototypes are created and tested, revealing new insights to refine the solutions. Testing is crucial, often redefining the problem and sparking new ideas. This cycle ensures the final product meets user needs and delivers delightful experiences. Design Thinking provides structure, emphasising engagement, dialogue, and continuous learning. By integrating Design Thinking, UX professionals can create innovative solutions that deeply resonate with users, ensuring products exceed expectations and drive satisfaction.



Programme Highlights



Capstone project for portfolio building



Perfect blend of theoretical and practical learning



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



Campus visit at IIT Delhi



E-certificate issued by CEP, IIT Delhi

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



Programme Curriculum

Module 1: Introduction to UX Design

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

Learning Outcome:

- Understand the fundamental principles and concepts of User Experience (UX) design.

Module 2: UX Research

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

Learning Outcome:

- Understand the importance of user research in informing and validating design decisions.
- Describe various methods and techniques used in UX research .

Module 3: UX Analysis

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

Learning Outcome:

- Understand the role of UX analysis in identifying opportunities for improving user experiences.

Module 4: UX Ideation

- Wireframing
- Low-fidelity Prototyping Methods

Learning Outcome:

- Understand the importance of ideation in the UX design process for generating innovative solutions to user problems.

Module 5: UX Execution

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

Learning Outcome:

- Understand the principles of heuristics and HCI and their significance in designing intuitive and user-friendly interfaces.

Module 6: Usability Testing

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

Learning Outcome:

- Understand the importance of usability testing in evaluating and improving user interfaces.



Programme Details



Eligibility Criteria

- Graduates from any discipline with 50% marks
- Minimum one year of industry experience



Delivery

Live Online Sessions delivered
Direct to Device (D2D)



Duration

6 Months

- 195+ learning hours
- 72 hours of live sessions
- 72 hours self-paced
- 40+ hours Capstone Project
- 12 hours of campus immersion



Class Schedule

Saturdays: 9:30 AM to 12:30 PM



Admission Criteria

Selection based on application review



Campus events/ immersion

An optional 2-day campus immersion for interaction between faculty and learners at IIT Delhi campus, towards the end of the programme.



Assesment and Evaluation

- Evaluation is project-based.
- Certification Criteria – Attendance, Assignments, and Project Completion



Job Roles

UX Designer:

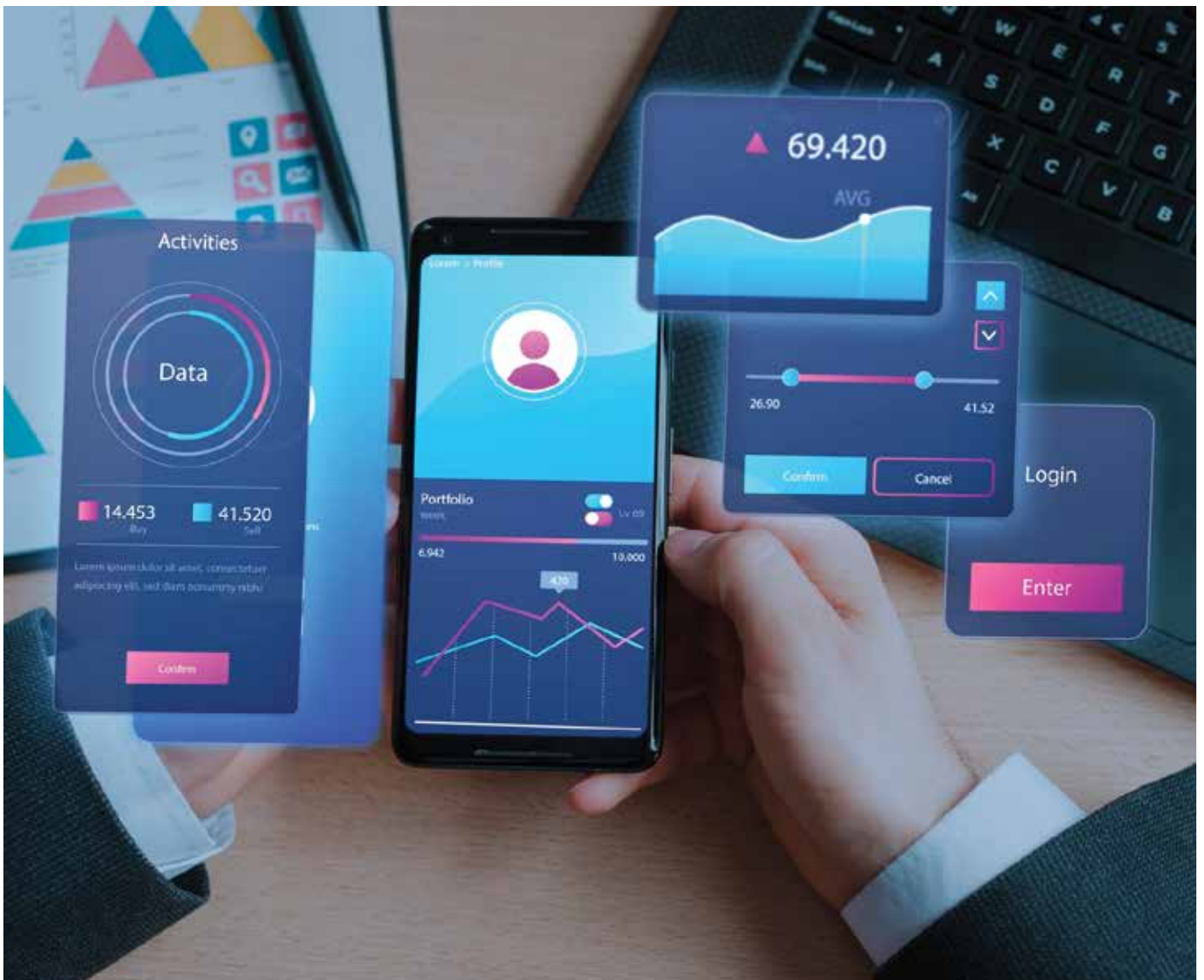
UX Designers are responsible for creating the overall look and feel of a product or service. They design user interfaces, wireframes, and prototypes to ensure a seamless and user-friendly experience.

Product Designer:

Product Designers work on the entire product experience, including its functionality, aesthetics, and usability. They collaborate with cross-functional teams to ensure the product meets user needs.

UX Researcher:

UX Researchers conduct user research to gather insights about user behaviour and preferences. They use various methods like interviews, surveys, and usability testing to inform design decisions.



Career Support



Personal Branding

- Introduction to networking platforms
- Profile creation on professional networking platforms like LinkedIn, Lunchclub etc.
- LinkedIn Profile Review
- How to create personal brand presence on LinkedIn?
- How to increase post engagement on LinkedIn?
- Active networking



Business Communication

- Role and importance of effective communication as a leader
- The art of providing constructive feedback for successful team
- Importance of non-verbal communication
- Key elements of executive body language



Job Search Strategy

- Resume Creation
- Importance of creating ATS friendly executive resume
- Executive resume sections and structure
- Tailoring resumes for different roles and industries
- Write a powerful resume that stands out from the competition
- Resume Review - Peer to peer review and Q&A



Interview Preparation

- Pre-interview Etiquettes
 - Learn about top-down approach for interviews
 - Pre-interview tips and tricks
- In-interview Etiquettes
 - Create a self-elevator pitch
 - Understanding interviewer mindset
 - Interview grooming sessions and tips and tricks for interview
- Post-interview Etiquettes
 - Reflecting on interview experience and incorporating the feedback
 - Relationship building with the recruiter
 - Learn how to follow up on your job application

Note: Career support facility is offered by TimesPro. IIT Delhi is not responsible for the same.

Certification*



- Candidates who score at least 60% marks overall and have minimum attendance of 50% will receive a 'Certificate of Successful Completion' from CEP, IIT Delhi.
- Candidates who score less than 60% marks overall and have minimum attendance of 50% will receive a 'Certificate of Participation' from CEP, IIT Delhi.
- The organising department of this programme is the Department of Design (DoD), IIT Delhi.

**Only e-certificates will be issued by CEP, IIT Delhi for this programme.*

Programme Faculty



Prof. Aneesha Sharma
Department of Design
Indian Institute of
Technology Delhi

Dr. Aneesha Sharma, ex-Head and Associate Professor at the Department of Design, IIT Delhi teaches courses on UX design, Usability & Information, and Design & Data Visualisation. She has more than 25 years of experience in the practice and education of UX Design. Prior to joining IIT Delhi, Dr. Aneesha headed 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 M.Des degree in Visual Communication, PhD from the IDC School of Design, IIT Bombay and a bachelor's in BFA from Sir J.J. Institute of Applied Arts.



Testimonials



ASMITA V, UI Developer

I enrolled myself in IIT Delhi's Certificate Programme in Design Thinking for User Experience because my Computer Science Engineering programme did not provide me with a chance to dive deeply into the UX domain. For a beginner, this course gave me an in-depth knowledge of the steps involved in design thinking from beginning to end. As a result of iterative thinking and implementing feedback, I learned a lot. There were quite a few topics covered, and the assignments associated with each topic were quite helpful.



RAHUL MONDAL, Senior Visual Designer

I started my career as a motion graphic designer. Over the past five years, I have worked with RedBull, HackerRank, Deloitte, SAIL, etc. Before enrolling in the programme, I generally did not pay attention to the needs and requirements of users, nor did I have a proper understanding of UI and UX. My goal was to focus on UX and build a strong foundation and hence, I enrolled in IIT Delhi's Certificate Programme in Design Thinking for User Experience. The best part of this course was to work with my team members and as a side benefit, we had the privilege of working on a challenging topic which was Food Waste Management in India.

Programme Fees

Particulars	Amount (₹)*
Programme Fee	1,50,000
GST@18%	27,000
Total Fees	1,77,000

Note:

- All fees should be submitted in the IITD CEP Account only, and the details will be shared post-selection.
- The receipt will be issued by the IIT Delhi CEP account for your records.
- Easy EMI options available.
- Loan and EMI Options are services offered by TimesPro. IIT Delhi is not responsible for the same.

Withdrawal and Refund:

- Candidates can withdraw within 15 days from the programme start date. A total of 80% of the total fee received will be refunded. However, the applicable tax amount paid will not be refunded on the paid amount.
- Candidates withdrawing after 15 days from the start of the programme session will not be eligible for any refund.
- If you wish to withdraw from the programme, you must email cepaccounts@admin.iitd.ac.in and icare@timespro.com, stating your intent to withdraw. The refund, if applicable, will be processed within 30 working days from the date of receiving the withdrawal request.

Instalment Schedule

Instalment	Date	Amount (₹)**
Registration Fee*	To be paid at acceptance to offer	10,000
1 st Instalment	Within one-week of offer-rollout	50,000
2 nd Instalment	7 th January, 2025	45,000
3 rd Instalment	21 st February, 2025	45,000

- *Registration fee of ₹10,000 will be charged for processing the selected applications only, post confirmation email from the institute. The registration fee is also part of the total programme fee.
- An offer letter from CEP, IIT Delhi will be released post the successful receipt of the Registration Fee.
- **GST@ 18% will be charged extra in addition to the fee

Programme Timelines

Application closure date	8 th September, 2024
Programme start date	23 rd November, 2024
Programme end date	May 2025

APPLY NOW 



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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-वदिया@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

in NIRF Ranking 2024
(Management)

2nd

in Outlook ICARE Rankings
2023 (Engineering)

2nd

in QS World University
Rankings 2025 in India

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For any feedback, please write to:
CEP, IIT Delhi at
contactcep@admin.iitd.ac.in



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.