

# Introduction to User Experience (UX) Skills for Non-Developers: Build Better Websites and User Journeys - TT4210

Learn How to Create User Friendly, Engaging, Interactive Designs that truly meet user needs

**Duration:** 2 Days

**Skill Level:** {{skillLevel}}

**Available Format:** Instructor-Led Online; Instructor-Led, Onsite In Person ; Blended

Learn how to design websites that people can actually use and enjoy. In this friendly and hands-on course, you will explore practical ways to improve your site's structure, layout, and navigation. You will get to create user personas, map real customer journeys, and organize information in a way that makes sense to the people visiting your site. You will also practice building clear navigation systems and wireframes that reflect solid UX principles. Whether you are planning a new site or improving an existing one, the activities and examples will help you think like your users and design with their experience in mind. Along the way, you will connect with others in the session, share feedback, and walk away with tools you can actually use. If you are looking to add useful, real-world UX skills to your toolkit, this course will get you started in a way that is easy to understand and fun to apply.

## What You'll Learn

### Overview

Great user experiences are not just about looks. They are about making websites and digital tools easier to understand, smoother to use, and more helpful to the people who rely on them. In Introduction to UX Skills for Non-Developers, you will learn practical skills to improve the way users interact with your digital content. You will work through real examples and get hands-on practice creating experiences that feel intuitive,

organized, and user-focused. Whether you are building a site from scratch or improving one that already exists, this course gives you tools you can put to work right away.

You will build user personas and map out journeys that help you understand exactly what your audience needs and where they might get stuck. You will organize content to reduce friction and apply key principles of information architecture to create a structure that makes sense. You will design wireframes that combine layout, flow, and usability into a clear plan. Navigation will be a major focus, and you will create, test, and refine designs that support how people actually move through a website. The course also includes ways to improve accessibility, design smart forms, and collect feedback that guides future decisions.

This course is ideal for professionals who work with websites or digital tools, including developers, designers, content managers, and product teams. You do not need a background in UX to get a lot out of it. What you do need is an interest in building better experiences for the people you serve. With about 50 percent of the time spent on hands-on work, you will leave with not just ideas but actual experience and examples you can take back to your projects.

**NOTE:** Experienced Web Developers might consider our other more technical courses. Please see the related Courses tab for options and suggestions.

## Objectives

The goal of this course is to help you build real UX skills that can improve the way you design and organize digital experiences.

Working in a hands-on learning environment, guided by our expert instructor, you will learn how to:

- Create user personas and user journey maps to better understand your audience and their needs.
- Organize website content using clear strategies that support ease of use and clarity.
- Apply information architecture principles to structure a site that feels intuitive to users.
- Design simple, effective navigation elements that support user flow and reduce confusion.
- Build wireframes that reflect good layout, content prioritization, and design consistency.
- Plan for and collect user feedback in ways that help guide ongoing improvements to your designs.

If your team requires different topics, additional skills or a custom approach, our team will collaborate with you to adjust the course to focus on your specific learning objectives and goals.

## Audience

This course is a strong fit for anyone involved in shaping websites, digital tools, or online content who wants to make things work better for real users. If you are a **product manager**, this is a great way to build your understanding of what makes a product feel usable and user-centered, while also improving how you collaborate with designers and researchers. If you are a **content creator or strategist**, you will learn how to organize and structure your content so it is easier for people to find and understand.

**Designers** who are used to focusing on visuals will benefit by expanding into UX thinking, helping you design layouts and flows that feel natural and intuitive to use. **Marketing and sales teams** will learn how strong UX design can lead to better engagement, smoother navigation, and happier visitors. If you are a **project manager or business analyst**, this course will help you bring a user-focused lens to your work and make it easier to communicate with design teams about goals and priorities.

It is also a great pick for **entrepreneurs and startup founders** who are planning new products or digital experiences. You will learn what to look for, what to test, and how to make sure your site or app actually works the way people expect. No matter your role, if you care about building websites or tools that people can use without frustration, this course will give you skills and ideas you can start using right away.

## Pre-Requisites

This course is designed for beginners to early intermediate professionals who work on or around digital projects and want to improve their UX skills. It is ideal for web developers, designers, product managers, content creators, and anyone who helps shape online experiences. A basic understanding of websites or project work is helpful, but you do not need a background in UX.

**Skills-based prerequisites:** To ensure a smooth learning experience and to gain the most from attending this course, you should have:

- Basic comfort navigating websites and digital tools
- Experience working on or supporting a web-based or digital project

- Ability to participate in team discussions and collaborative activities

## Agenda

Please note that this list of topics is based on our standard course offering, evolved from current industry uses and trends. We will work with you to tune this course and level of coverage to target the skills you need most. Course agenda, topics and labs are subject to adjust during live delivery in response to student skill level, interests and participation. The course tools, topics, use cases and hands-on labs can also be easily adjusted to suit your specific needs, goals or requirements. Please inquire for details and options.

### **The Role of UX in an Organization**

- Importance of UX in projects
- Collaborating with UX professionals
- When to engage UX experts in projects
- Hands-on Activity: User Journey Mapping
- Creating user personas
- Mapping user journeys for a sample website
- Identifying pain points and opportunities for improvement

### **Organizing Content and Designing for Ease of Use**

- Content organization strategies
- Information architecture principles
- Designing an intuitive site layout
- Hands-on Activity: Creating a Site Structure
- Brainstorming and organizing content for a sample website
- Developing a site structure and information architecture
- Presenting and discussing the results

### **Enhancing Navigation**

- Signposting, wayfinding, and navigation patterns
- Improving navigation through design
- Usability and accessibility considerations
- Hands-on Activity: Designing Navigation
- Creating navigation elements for a sample website
- Testing and refining the navigation design

- Sharing and discussing the results

### **Laying Out Pages for Ease of Use**

- Principles of page layout and design
- Visual hierarchy and consistency
- Designing for different devices and screen sizes
- Hands-on Activity: Creating a Wireframe
- Designing a wireframe for a sample website
- Incorporating navigation, content organization, and layout principles
- Presenting and discussing the results

### **Collecting User Input and Feedback**

- Designing intuitive forms and input methods
- Collecting and analyzing user feedback
- Incorporating user feedback into design iterations

### **Course Wrap-up, Q&A & Next Steps**

## **Follow On Courses**

TT4215      Practical Web Accessibility Standards for Designers and Testers:  
WCAG 2.1 and 2.2

## **Related Courses**

TT4215      Practical Web Accessibility Standards for Designers and  
Testers: WCAG 2.1 and 2.2

TT4214      Hands-On UX Workshop: Designing Web and App  
Experiences That Work

TT4210      Introduction to User Experience (UX) Skills for Non-  
Developers: Build Better Websites and User Journeys

**Setup Made Simple!** All of our course software, digital course files or course notes, labs, data sets and solutions, live coaching support channels and rich extended learning and post training resources are provided for you in our easy access, single source, no install required online Learning Experience Platform (LXP), remote lab and content environment. Or we can provide a local installation (trial edition) to setup and use on your machine. Access periods and versions vary by course. Please inquire about set up details and options for your specific course of interest. Regardless of setup option, we will collaborate with you to ensure your team is set up and ready to go well in advance of the class.

**Ways to Learn:** At Trivera, we believe that Experience is Everything. Our customizable, hands-on courses are delivered live online, onsite, or in a blended format for maximum flexibility. We provide real-time expert-led training and coaching for all skill levels, from small groups to enterprise-wide programs, ensuring every learner gains the latest, most relevant job-ready skills they can apply with confidence. This course is also available for individuals or small groups on our extensive Public Schedule (see current dates below). We look forward to helping you take the next steps in your modern web developer learning journey.

## For More Information

Please [contact us](#) or call 844-475-4559 toll free for more information about our training services (instructor-led, self-paced or blended), coaching and mentoring services, public course enrollment or questions, partner programs, courseware licensing options and more.