

UX Fundamentals for Non-Developers: Build Better Websites and User Journeys - TT4210

Learn to design intuitive, user-friendly websites that deliver better experiences for real people.

Duration: 2 Days

Skill Level: Introductory

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

- Creating an effective website or digital product requires more than just visual design—it requires understanding how real users think, act, and navigate. This introductory, hands-on course gives non-developers practical tools to design with users in mind.
- Through guided activities and real-world examples, you'll learn to create user personas, map customer journeys, organize content intuitively, and design navigation systems that make sense to your audience. You'll also explore page layout and wireframing fundamentals, apply usability and accessibility principles, and gather user feedback to continuously improve your designs.

- Whether you're working on a new site or improving an existing one, this course helps you build skills that make digital experiences more engaging, intuitive, and effective.

Objectives

After completing this course, you will be able to:

- Explain the role and value of UX in improving user satisfaction and business outcomes.
- Create user personas and journey maps that identify audience goals and challenges.
- Apply information architecture principles to organize website content effectively.
- Design navigation systems that support user flow across desktop and mobile devices.
- Develop clear, usable page layouts and wireframes that reflect strong UX principles.
- Incorporate accessibility, usability, and responsive design best practices.
- Conduct simple usability tests and integrate user feedback into iterative design improvements.

Audience

This course is designed for anyone involved in shaping digital experiences, including:

- **Product Managers and Business Analysts** looking to improve collaboration with design teams.
- **Content Creators and Strategists** who want to organize and present content more effectively.
- **Designers and Developers** who wish to strengthen their UX foundation.
- **Marketing, Sales, and Communications Professionals** aiming to improve engagement and user satisfaction.
- **Entrepreneurs, Founders, and Project Leads** creating or refining websites and digital tools.

Pre-Requisites

This course is designed for beginners or early-intermediate professionals who work on digital projects and want to strengthen their UX skills.

Learners should have:

- Basic familiarity with websites or digital tools.
- Experience participating in or supporting web-based projects.

- Comfort working collaboratively in group discussions and exercises.
- No formal UX training or coding experience is required.
- **Recommended Preparation (optional):**
- Basic knowledge of web design, project management, or content strategy concepts will be helpful but is not mandatory.

Agenda

The Role of UX in Projects

- Why UX matters: impact on satisfaction, engagement, and ROI
- When and how to integrate UX in project planning
- Collaborating effectively with UX professionals

Understanding Users

- Creating personas and mapping user journeys
- Identifying goals, pain points, and touchpoints
- Hands-on: Persona creation and journey mapping

Organizing Content and Information Architecture

- Card sorting and content structuring
- Designing intuitive site layouts
- Hands-on: Site structure and sitemap testing

Designing Effective Navigation

- Navigation types and usability best practices
- Designing navigation for desktop and mobile
- Hands-on: Navigation design and usability testing

Page Layout and Wireframing

- Visual hierarchy, consistency, and spacing
- Designing responsive, accessible layouts
- Hands-on: Wireframing and design critique

Collecting and Using User Feedback

- Designing better forms and interactions
- Conducting usability testing and prioritizing improvements
- Hands-on: Usability feedback and iteration

Optional Module: AI Tools for UX

- Using AI for form design, content generation, and localization

Course Wrap-Up and Next Steps

- UX heuristics, free tools, and professional communities

Follow On Courses

TT4213 User Experience (UX) Design & Responsive Design for Experienced Web Developers

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

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Learners will need access to:

- A computer with internet access and a modern web browser.
- The free versions of Figma and Miro for hands-on wireframing and design activities.
- No software installation is required beyond these browser-based tools.

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.