



MASTERSTART
INSTITUTE (PTY) LTD

MICROCREDENTIAL

User Experience (UX) and Customer-Centric Design

15 Credits

150 Notional Hours

15 weeks

10 hours per week

Discover how organisations create digital products and services that are intuitive, engaging, and centred on user needs. In this microcredential, you will explore the principles of User Experience (UX) design, learn how to understand users through research and customer-centred design practices, and develop practical skills in prototyping and usability evaluation. You'll also discover how Digital Business Analysts contribute to designing meaningful digital experiences by balancing business objectives, user needs, and continuous improvement to create solutions that deliver lasting value.



Skills you will develop

- User Research & Prototyping
- Customer Journey Design
- Active Listening
- Customer Service
- Stakeholder Engagement



What you will learn

- Introduction to User Experience (UX) Design
- Understanding Users and Customer-Centred Design
- Designing User Experiences and Information Architecture
- Prototyping Digital Solutions
- Usability Testing and Iterative Design
- Empathy, Emotional Design and UX in Digital Business Analysis

Contact Us



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Who this course is for

This microcredential is designed for aspiring or early-career Digital Business Analysts, as well as professionals working in business, operations, IT, product, or digital environments who want to create user-centred digital solutions. It is also well suited to anyone interested in understanding user needs, improving digital experiences, and designing products and services that deliver meaningful value to both organisations and their customers. No prior experience in User Experience (UX) design is required. This microcredential forms part of the **Higher Certificate in Digital Business Analysis** (NQF Level 5). Learners who successfully complete the microcredential will receive **advanced standing towards the full qualification** when they enrol, enabling them to accumulate credits progressively while building practical, job-ready skills.

Learning Outcomes

- Explain the principles of user experience (UX) design.
- Develop customer-centric digital solutions.
- Use prototyping tools to create and test digital interfaces.
- Evaluate user feedback to improve digital products.
- Incorporate empathy and emotional design elements to enhance the user experience.

All learning material and prescribed textbooks included.

The User Experience (UX) and Customer-Centric Design microcredential (15 credits, NQF Level 5) is a formally approved component of the SAQA-registered (Higher Certificate in Digital Business Analysis – SAQA ID 125619), while not registered independently on the NQF, the credits awarded derive from and contribute toward the registered qualification in accordance with HEQSF and CHE requirements.

MasterStart Institute is registered with the Department of Higher Education and Training (DHET) as a Private Higher Education Institution in terms of the Higher Education Act, 1997 (Act No. 101 of 1997).