



Lean UX Discoveries:

A Seminar for Design Professionals

Visual Room Inc. Kareem Bacho, UX Design Specialist

WHEN

Thursday, March 12, 2020
from 9:00 AM to 12:00 PM
(PDT)

WHERE

700 W Convention Way,
Anaheim, CA 92802
113 (Marquis Ballroom)

About UX Discovery

UX Discovery typically occur at the beginning of a project or during contract business capture or kickoff activities. Some of the goals during this preliminary phase in the UX design process involve:

- Researching the users and framing the problems to be solved
- Gathering evidence and initial direction on next steps.
- Defining or documenting the information architecture
- Addressing known opportunities or constraints from data analytics
- Determining the overall creative and technical capabilities of the UX and Agile project team.

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Lean UX Discoveries: A Seminar for Design Professionals

Sharing our experiences, techniques and proven best practices for kickstarting effective user centric UX design discoveries from small to enterprise size projects.

Apply what you've learned towards providing your consumers with a digital platform that is:

- Useful and easy to navigate
- Accessible for all, including those with disabilities
- Trustworthy and transparent

Who Should Take This Workshop?

This seminar is for design and Agile professionals that have a base knowledge of lean methodologies and approaches and would like to learn more how they may be applied effectively in projects and business capture initiatives. We assume most participants will be familiar with Agile and Lean UX methodologies.

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What you'll learn

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- How to align your project effort to the development strategy and to the needs of your business
- How to structure your design work in a way that encourages exploration and innovation
- How to ensure accessibility is accounted for in early design phase. How to conduct design review and gather feedback from during UX discovery.
- How to plan design sprints while informing your Agile counterparts around prioritizing critical first steps to assist in team decision making and planning for upcoming iterations.

Through this seminar, you'll develop the fundamental skills to conduct a UX discovery which includes:

- User Research
- Experience Strategy and Usability
- Information Architecture and Design
- Mobile Interfaces
- Agile and Lean UX Design
- Testing and Feedback

About Your Instructor

Kareem Bacho has spent the last two decades helping organizations build better customer journeys. Whether managing digital product delivery for national corporations or leading UX Design for U.S government agencies Kareem has demonstrated an unparalleled ability to create experiences that truly engage and inspire audiences.

Kareem is committed to constant learning and improvement. Over the years, he has worked to expand creative and technical capabilities in a variety of End-to-End design approaches and programming languages. He is also a certified Project Management Professional.