



**OPEN WINDOW**  
BUSINESS SCHOOL FOR  
CREATIVE INDUSTRIES

A SERIES OF

# UX BOOTCAMPS

BUILD A PROGRESSIVE CAREER IN USER EXPERIENCE DESIGN, PRESENTED BY  
EXPERT LECTURERS FOR VOCATIONAL IMPROVEMENT, PERSONAL ENRICHMENT AND  
TO REINVENT YOURSELF. OUR UX BOOTCAMP SERIES IS DIVIDED IN FOUR  
COMPONENTS: UX FUNDAMENTALS, INFORMATION ARCHITECTURE, UX  
COPYWRITING AND DESIGN SYSTEMS.



CLASS DATES HAVE BEEN SCHEDULED IN JUNE, WELL AFTER THE END OF  
THE CURRENT COVID-19 LOCKDOWN PERIOD, IN ORDER TO FACILITATE  
THE COMMENCEMENT OF CLASSES.



# UX BOOTCAMP SERIES

## WHY A UX BOOTCAMP SERIES?

Market buoyancy, digital transformation, and innovation are changing the way companies compete in every industry. Through research and analysing industry voids, we have developed a UX Series that aims to equip teams with strategic and practical skills that enable effective communication and production processes. The series is designed with modern development in mind and carefully considers needs of team structures from an organisational, system and technical levels.

**The series has 4 courses:**

### 1. UX FUNDAMENTALS:

Focussed on Empathy, Ideation and UI Fundamentals.

### 2. INFORMATION ARCHITECTURE:

Information Needs, Organisational Systems, Navigation Labelling Systems & Search Systems and Prototyping Fundamentals are explored.

### 3. UX COPYWRITING:

Comprised of Users Language, Voice and Tone, Writing for Digital Medium and Channels, Testing Methods and Design Systems for UX writing.

### 4. DESIGN SYSTEMS

Goal Setting, Content Audits, Technical Analysis, Atomic Elements, UI Kits, Interaction and Accessibility & Collaborative Environments & Documentation.

**This series fosters effective individual integration as part of a team as well as teamwork through enabling conditions that include:**

- A compelling project approach and direction.
- A strong structure and supportive context to execute and implement a project approach.
- A shared mindset in a team-based environment.

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Open Window Business School for Creative Industries (Pty) Ltd is accredited level 2 BEE.



# UX BOOTCAMP SERIES

## 2020 SCHEDULE:

SERIES 01:	SERIES 02:	SERIES 03:	SERIES 04:
UX FUNDAMENTALS	INFORMATION ARCHITECTURE	UX COPYWRITING	DESIGN SYSTEMS
11 - 13 JUNE	27 - 29 AUGUST	29 -31 OCTOBER	26 - 28 NOVEMBER

## ADDITIONAL DATES

Not available for the above scheduled classes? Enquire about alternative class dates via [info@owbusiness.co.za](mailto:info@owbusiness.co.za)

## UX BOOTCAMPS FOR CORPORATES

Would you like to upskill a team or individuals within your company? We can offer our UX Bootcamps and any other of our skills development programmes as corporate training on site or at one of our training facilities. Enquire about our bespoke corporate training options at [info@owbusiness.co.za](mailto:info@owbusiness.co.za)

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SERIES 01

# UX FUNDAMENTALS

## WHAT WILL BE COVERED IN THIS COURSE:

UX Fundamentals is a programme from a series of executive masterclasses, designed specifically to provide working professionals with the most valuable trade skills for this age.

**This 3-day workshop equips professionals with:**

### 1. EMPATHY:

On the first day we train groups to understand their user needs and translate those requirements into quantifiable specifications and deliverables. Simultaneously, we develop the professional's capacity to understand or feel what other team members experience from within their frame of reference enhancing collaboration in multi-disciplinary teams and organisations.

### 2. IDEATION:

On the second day we focus on equipping participants with creative analytical methods that generate practical ideas that are evidence-driven. This iterative approach allows individuals and teams to brainstorm, communicate and learn to appreciate and utilise the Grey areas where individual and team roles intersect.

### 3. UI FUNDAMENTALS:

On the third and final day attendees will get exposure to the building blocks of UI to develop skills to critically analyse and develop practically-aesthetic User Interfaces. The approach considers designers and non-designers alike simulating the typical agile methodology where products are designed and developed in multi-functional teams.



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SERIES 01

# UX FUNDAMENTALS

## WHO SHOULD ATTEND THIS COURSE?

Our approach leverages on an evidence-based and learning-while-doing ideology. This approach is suitable for any working professionals who work in large corporates or small organisational teams.

**Typical roles that would benefit from this course include:**

- UX and UI Designers
- Business Analysts and Intelligence
- Product Owners and Stakeholders
- Project Managers
- Developers
- Graphic Designers

## COURSE OUTCOMES:

**At the end of this course, attendees will have the basic competencies to do the following:**

- Demonstrate the ability to empathise with users and communicate requirements Effectively within teams to ensure desirable delivery.
- Demonstrate the ability to use information in groups and collaboratively build and test ideas employing different team members perspectives.
- Demonstrate ability in critical discourse surrounding user interfaces, users needs and production processes.

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SERIES 01

# UX FUNDAMENTALS

## COURSE OVERVIEW

	8H30 - 9H00	9H00 - 1045	10H45 -11H00	11H00 - 13H00	13H00 - 14H00	14H00 - 17H00
THURSDAY 11 JUNE	COFFEE & TEA	Session 01: Empathy Mapping	COFFEE & TEA	Session 02: Empathy Mapping & Personas	LUNCH BREAK	Session 03: User Stories & Design Brief
FRIDAY 12 JUNE	COFFEE & TEA	Session 04: Value Proposition	COFFEE & TEA	Session 05: Prototyping / Pretotyping	LUNCH BREAK	Session 06: Design Specification Document
SATURDAY 13 JUNE	COFFEE & TEA	Session 07: Elements & Principles Of Design	COFFEE & TEA	Session 08: UI Requirements	LUNCH BREAK	Session 09: UI Design System

## COURSE REQUIREMENTS

Any professional working in digital product or services.

\*It is recommended to participate in more than one of the 4 courses in the Bootcamp Series to gain holistic skills.

## PREREQUISITES

- An understanding of a basic digital design / product delivery process.
- Experience working in a team is beneficial.

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SERIES 02

# INFORMATION ARCHITECTURE

## WHAT WILL BE COVERED IN THIS COURSE:

Information Architecture is a programme from the UX Bootcamp Series of masterclasses designed specifically to provide working professionals with the most valuable trade skills for this age.

The 3-day workshop equips individuals with the ability to research and understand users information needs and behaviour. We then enable attendees to translate these insights into functional products and services.

The programme is broken down as follows:

### 1. INFORMATION NEEDS:

The first day entails learning how to gather the information that exposes users searching needs and behaviour. The focus is on how to create archetypes that represent real-life users so that testable value propositions can be created in preparation for ideation.

### 2. THE FOUR PILLARS OF INFORMATION ARCHITECTURE:

The second day equips attendees with the ability to use research insights to ideate and test user-centric organisational, navigational, labelling and searching-systems. Using a learn-while-doing approach, groups will collaborate and consider different aspects of product development to ensure a holistic Information Architecture based on these principles.

### 3. PROTOTYPING AND DOCUMENTATION:

On the third and final day, participants will use the research findings and defined Information Architecture principles to create wire frames and prototypes that reflect the product or service users need. The group will test the prototypes against the user information requirements and value propositions.

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SERIES 02

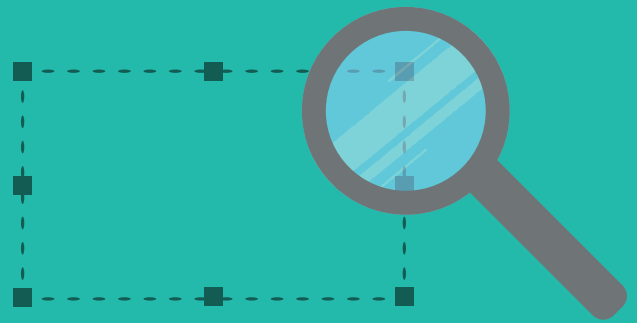
# INFORMATION ARCHITECTURE

## WHO SHOULD ATTEND THIS COURSE?

Our approach leverages on an evidence-based and learning-while-doing ideology. This approach is suitable for any working professionals who work in large corporates or small organisational teams.

**Typical roles that would benefit from this course include:**

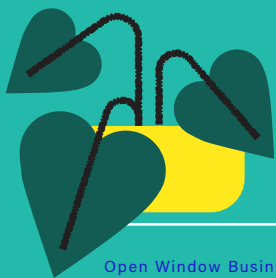
- UX and UI Designers
- Business Analysts and Intelligence
- Product Owners and Stakeholders
- Project Managers
- Developers
- Marketing and Research Analysts



## COURSE OUTCOMES:

**At the end of this course, attendees will have basic competencies in:**

- Demonstrate the ability to gather, analyse and synthesise information that exposes user information needs.
- Display the ability to use research insights to mould user-specific Information architecture principles.
- Exhibit the ability to ideate and prototype and test products that support users information architecture needs.



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SERIES 02

# INFORMATION ARCHITECTURE

## COURSE OVERVIEW

	8H30 - 9H00	9H00 - 1045	10H45 -11H00	11H00 - 13H00	13H00 - 14H00	14H00 - 17H00
THURSDAY 27 AUGUST	COFFEE & TEA	Session 01: Users & Information	COFFEE & TEA	Session 02: Fundamen- tals Of Information Architecture	LUNCH BREAK	Session 03: Problem Definition & Specification Engineering
FRIDAY 28 AUGUST	COFFEE & TEA	Session 04: Organisa- tional Systems	COFFEE & TEA	Session 05: Navigational Systems	LUNCH BREAK	Session 06: Labelling Systems
SATURDAY 29 AUGUST	COFFEE & TEA	Session 07: Search Systems	COFFEE & TEA	Session 08: Prototyping / Pretotyping	LUNCH BREAK	Session 09: Information Architecture Design System

## COURSE REQUIREMENTS

Any professional working in digital product or services.

\*It is recommended to participate in more than one of the 4 courses in the Bootcamp Series to gain holistic skills.

## PREREQUISITES

- It is advantageous to have completed UX Fundamentals (series 1) of the Bootcamp Series.
- This course is more suited to individuals who have some exposure to UX / UI design principles and methodologies.

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SERIES 03

# UX COPYWRITING

## WHAT WILL BE COVERED IN THIS COURSE:

UX Copywriting is a course from the UX Bootcamp Series of masterclasses designed specifically to provide working professionals with the most valuable trade skills for this age.

We define it as the art of crafting a language that communicates to humans and supports their needs and decision making. Our approach allow practitioners to understand their audience information needs and align them with business objectives to streamline viable and desirable digital products and services.

The 3-day workshop equips professionals with the ability to research and understand user language and define functional voice and tone. We guide teams to use the insights they have about their users' information needs to build digital products that communicate fluently with their users.

**The course is broken down as follows:**

### 1. USERS LANGUAGE & VOICE AND TONE:

The first day involves researching users and identifying personas and their contextual language. A defined audience allows the team to craft user-centric problem-solving, voice and tone. The team will consider the business objectives as specifications are determined.

### 2. LEARN TO WRITE FOR DIGITAL

On the second day, attendees will ideate and prototype content that answers user and business goals. We will focus on a holistic experience, resulting in writing content for digital channels and media such as web apps, mobile apps, chat bots and voice interfaces.

### 3. UX WRITING TESTING AND DOCUMENTATION:

On the final day, participants will review their research insights and specification requirements to iterate, refine and test the written content. A well-curated UX Writing Design System will serve as documentation of the defined product language that can be collaborated upon.

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SERIES 03

# UX COPYWRITING

## WHO SHOULD ATTEND THIS COURSE?

Our approach leverages on an evidence-based and learning-while-doing ideology. This approach is suitable for any working professionals and large corporate or small organisational teams.

**Typical roles that would benefit from this course include:**

- UX and UI Designers
- Business Analysts and Intelligence
- Product Owners and Stakeholders
- Project Managers
- Developers
- Graphic Designers
- Copywriters

## COURSE OUTCOMES:

**At the end of this course, attendees will have competencies in:**

- Manifest the ability to gather, analyse and synthesise information that exposes user language and product information needs.
- Display the ability to use research insights to ideate and prototype holistic communication encapsulated in the digital medium that users interact with.
- Exhibit the ability to reflect on users and business requirements to iterate and test possible solutions and ensure enjoyable experiences.
- Demonstrate the ability to document UX Writing standards in a collaborative context.

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SERIES 03

# UX COPYWRITING

## COURSE OVERVIEW

	8H30 - 9H00	9H00 - 1045	10H45 -11H00	11H00 - 13H00	13H00 - 14H00	14H00 - 17H00
THURSDAY 29 OCTOBER	COFFEE & TEA	Session 01: Users & Language	COFFEE & TEA	Session 02: Business & Product Com- munication Requirements	LUNCH BREAK	Session 03: Defining Content Voice & Tone
FRIDAY 30 OCTOBER	COFFEE & TEA	Session 04: Problem Definition & Value Proposition	COFFEE & TEA	Session 05: Persuasive Writing For Digital Interfaces	LUNCH BREAK	Session 06: Ideation & Content Creation
SATURDAY 31 OCTOBER	COFFEE & TEA	Session 07: Prototyping	COFFEE & TEA	Session 08: User Testing	LUNCH BREAK	Session 09: Standards & Docu- mentation

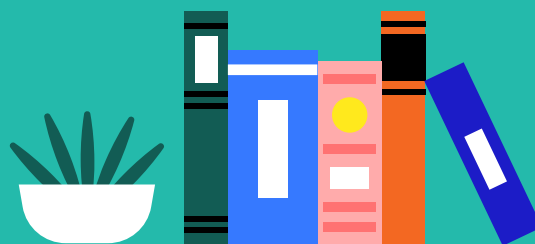
## COURSE REQUIREMENTS

Any professional working in digital product or services.

\*It is recommended to participate in more than one of the 4 courses in the Bootcamp Series to gain holistic skills.

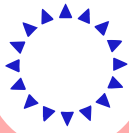
## PREREQUISITES

Digital product knowledge would be beneficial.



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SERIES 04

# DESIGN SYSTEMS

## WHAT WILL BE COVERED IN THIS COURSE

Design Systems is part of our UX Bootcamp Series of masterclasses designed specifically to provide working professionals with the most valuable trade skills for this digital age.

We define Design Systems as an ecosystem of components, interfaces, guidelines, architecture and processes, to satisfy requirements of a product or organisation, and build deliberate outcomes. We use this thinking to equip individuals with skills to define, structure and document consistent product experiences across business operations.

**We have structured this course as a 3-day workshop that is broken down as follows:**

### 1. GOAL AND HYPOTHESIS SETTING:

The first-day introduces the concept of Design Systems to the group. Attendees will learn how to audit and research Design System requirements in the context of users of the product, the development team and stakeholders.

### 2. THE ATOMIC DESIGN PROCESS:

The second day focuses on a research-driven process of composing the building blocks of Design Systems using the concept of Atomic Design. Attendees will be guided on how to build a Design System that encapsulates all components that define the desired product experience.

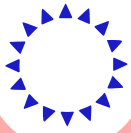
### 3. USERS, DOCUMENTATION AND MAINTENANCE:

The systemic storage and maintenance of the Design System with attention to user access and consistent application is explored.

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SERIES 04

# DESIGN SYSTEMS

## WHO SHOULD ATTEND THIS COURSE?

Our approach leverages on an evidence-based and learning-while-doing ideology. This approach is suitable for any working professionals and large corporate or small organisational teams.

**Typical roles that would benefit from this course include:**

- UX and UI Designers
- Business Analysts and Intelligence
- Product Owners and Stakeholders
- Project Managers
- Developers
- Marketers and Research Analysts



## COURSE OUTCOMES:

**At the end of this course, attendees will showcase competencies in:**

- Display the ability to collaboratively audit and review Design System components and requirements.
- Display the ability to research and define the technical aspects, processes and needs of a Design System with stakeholders.
- Exhibit the ability to compose research-driven elements of a Design System.
- Manifest the ability to bridge design, development and product standards of a Design System.
- Demonstrate the ability to systematically document the Design Systems holistic components in a controlled environment.
- Show the ability to create consistent communication and maintenance criteria of the Design System amongst users.

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SERIES 04

# DESIGN SYSTEMS

## COURSE OVERVIEW

	8H30 - 9H00	9H00 - 1045	10H45 -11H00	11H00 - 13H00	13H00 - 14H00	14H00 - 17H00
THURSDAY 26 NOVEMBER	COFFEE & TEA	Session 01: Design System Fundamen- tals	COFFEE & TEA	Session 02: Design System Audits	LUNCH BREAK	Session 03: Gathering & Goal Setting Requirements
FRIDAY 27 NOVEMBER	COFFEE & TEA	Session 04: The Atomic Design Sprint	COFFEE & TEA	Session 05: The atomic design sprint	LUNCH BREAK	Session 06: Component Guidelines
SATURDAY 28 NOVEMBER	COFFEE & TEA	Session 07: Component Guidelines	COFFEE & TEA	Session 08: Design System User & Collabo- ration	LUNCH BREAK	Session 09: Design System Docu- mentation & Maintenance

## COURSE REQUIREMENTS

Any professional working in digital product or services.

\*It is recommended to participate in more than one of the 4 courses in the Bootcamp Series to gain holistic skills.

## PREREQUISITES

- Participation in courses 1 & 2 of the UX Bootcamp Series would be beneficial.
- An understanding of digital product design is essential.

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# UX BOOTCAMP SERIES

## COURSE FEE PER SERIES: R12 000

The course fee includes:

- Refreshments, lunch and snacks throughout the day.
- All course study material.
- Welcome pack with a pen, notebook and flash drive.

\* Course fees must be settled three days before the course commences.

## COURSE FEE BUNDLE RATES

Participate in two or more courses for the following discount rates:

- Series 1 + 2: **5% Discount: R22 800**
- Series 1 + 2 + 3: **10% Discount: R32 400**
- Series 1 + 2 + 3 + 4: **15% Discount: R40 800**

\* Course fees must be settled three days before the first course commences for discounts to apply.

Venue: The Open Window, 1297 John Vorster Dr, Southdowns, Centurion

## TERMS & CONDITIONS:

Actual running of classes subject to a minimum of 10 students per class.  
Venues subject to change based on enrollments.

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