



UX Masterclass

TRAINING

**Elevate Your Customer's Experience:
Fundamentals in UX and Service Design**



Facilitated by
CARMINE MASTRANTONE
Design Research Leader and Mentor

Online → Wednesday, 13 November 2024



Overview

This intensive one-day course provides participants with a comprehensive understanding of customer experience (CX). You will gain a holistic view of CX, appreciating its importance and impact on business success.

The course will cover the fundamentals of User Experience (UX) and Service Design, and how these elements collectively enhance the overall customer experience.

Participants will learn how UX and Service Design integrate to create seamless and engaging customer experiences. Additionally, you will develop skills to influence stakeholders by effectively capturing and representing the customer's experience.

This workshop is very timely as it comes at a time when government agencies are reviewing their approaches customer experiences and are increasingly looking towards UX and Service Design concepts to embed customer centricity in a meaningful and structured way.

Target Audience

This course is ideal for those wanting to know more about UX design and/or service design. who need a foundational understanding of CX, and anyone interested in enhancing their understanding of customer experience design to improve their products or services, including those in the following roles:

- Product Owner, Manager, Design (er)
- Customer Experience/CX Officer, Lead, Specialist
- User Experience/UX/UI Officer, Lead, Specialist
- Digital Engagement Officer, Lead, Specialist
- Digital Experience Officer, Lead, Specialist
- Service Design (er)
- Voice of Customer Officer, Lead, Specialist
- Business Improvement Officer, Lead, Specialist
- Continuous Improvement Officer, Lead, Specialist
- Digital operations Officer, Lead, Specialist
- Digital transformation Officer, Lead, Specialist

Learning Objectives

- **Comprehensive Understanding of CX:** gain a holistic view of customer experience, understanding its importance and impact on business success.
- **Learn the Fundamentals of UX:** understand the core principles of User Experience, including usability, accessibility, and user-centered design.
- **Service Design Principles:** learn the key concepts of Service Design, such as service blueprinting, journey mapping, and touchpoint analysis.
- **Integration of UX and Service Design:** understand how UX and Service Design work together to create seamless and engaging customer experiences.
- **Understand the importance of User research:** capture and represent the customers experience so that key stakeholders can see the need of your customers' context.
- **Find a practical application:** through hands-on activities and case studies, you will apply your real-world scenarios to identify opportunities for enhancing your customers' experience. Come prepared with your customers' pain points and areas of focus that you'd like to address and improve.

Meet Your Facilitator



CARMINE MASTRANTONE
Design Research Leader and Mentor

With over 18 years of diverse professional experience, I have honed a deep expertise in design research and user-centered design (UCD) methodologies. My journey has equipped me with the skills to lead and inspire successful teams and individuals. Building on this foundation, I have dedicated myself to devising and facilitating UX training programs, successfully completing over 50 mentoring sessions to help designers excel in their careers.

Professionally, I have played a pivotal role in establishing new design research and experience design teams from the ground up. These roles have involved imparting essential skills and guidance to effectively apply UCD methodologies.

I have been fortunate to receive recognition for my work, winning a Good Design Award for design research in 2023. This accolade is a testament to my dedication and expertise.

I am passionate about sharing my practical experience and look forward to guiding my upcoming course participants in transforming UX design and research theory into impactful real-world applications.

What you peers have to say about PSN Academy Courses

"A good balance of content and practice of materials."

"Easy to follow and informative."

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space



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training@publicsector.academy or Call on **(02) 9057 9070**

This program runs from 9am to 5pm AEDT. We will have 3 breaks over the course of the day for morning tea (15mins), lunch (30mins) and afternoon tea (15mins).

A holistic view of CX

- Definition and importance of CX
- Impact of CX on business success

Fundamentals of UX Design

- What is UX Design?
- Essentials of UI Design
- Practical exercises on UX design

Service Design Basics

- Understanding service design and its role in CX
- Service blueprinting
- Journey mapping
- Practical exercise: On service design

Capturing the user's experience

- Methods of user research
- Capturing and representing customer experiences
- Communicating customer needs to stakeholders
- Interactive session on user research techniques

The importance of user testing

- Importance of prototyping and user testing in the design process
- Recruiting participants for user testing
- Types of user testing (formative, summative, usability testing)
- Definition and types of prototypes (low-fidelity, high-fidelity)
- Overview of popular prototyping tools (e.g., Sketch, Figma, Adobe XD)
- Practical exercise: Conducting a user test session

Communicating findings

- Presenting user test results to stakeholders
- Creating effective reports and presentations
- Practical exercise: Preparing your insights

Conclusion and next steps

- Recap of key learnings
- Q&A session
- Resources for further learning



Get In Contact

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