

UX Bootcamp: Midwest

Our industry experts will guide you through a process for designing digital products and services that are useful, meaningful, and have that spark of magic. Cooper's User Experience (UX) Bootcamps are fun, inspiring, and chock-full of information that will change the way you work. Whether you're new to design or an experienced professional, you'll leave the Bootcamp ready to make great digital products and services that will have an impact. To ensure lots of personalized attention, registration is limited to 30 participants. You won't want to miss this unique, one-of-a-kind experience.

Who should attend

Product planners, developers, marketers, usability professionals, design practitioners, and managers who are committed to creating a great customer experience.

What you will learn

Cooper UX Boot Camps are offered in several regions nationally and internationally. They're ideal for designers, developers, design managers, interaction and UX designers, IAs, and content managers. It's the most collaborative, exciting, rewarding, and fun learning experience you can find.

You will learn to

- + Use innovation games to articulate a shared product vision with stakeholders
- + Learn techniques for studying people to uncover their dreams, hidden assumptions, and unmet needs
- + Identify experience attributes to set the emotional tone of your product
- + Model personas that build empathy and provide a common design target for your teams
- + Storyboard scenarios to explore your future product in different contexts over time
- + Sketch the design framework for mobile, tablet, or an entire product ecosystem
- + Lead effective design reviews to take your concepts from good to great

Course materials include

- + Course binder with hard copies of slides
- + Example mental model diagram

What people are saying about Cooper U

"Our collaboration with Cooper has brought tremendous value to our teams as well as our organization. Their energy and passion has made each session an absolute joy."
- comment from RockHealth founders

UX Bootcamp: Midwest

The March 26-29, 2012 UX Bootcamp: Midwest will be held in Columbus, ranked the number one up-and-coming tech city in the nation by Forbes. Visit experiencecolumbus.com for more information.

The UX Bootcamp: Columbus will be held at Sparks Space, which offers a unique and creative learning environment. Visit sparkspace.com for more information.

Interested in a UX Bootcamp in your area?

Contact Kendra Shimmell kendra@cooper.com



Our courses

Cooper provides training in all aspects of our unique User Experience Design methodology through our Cooper U educational program. Every Cooper U class is taught by our senior designers to ensure you benefit from their real-world experience. Each class is highly interactive, with an emphasis on hands-on exercises. Most classes are limited so you can be sure you'll get plenty of personal attention. We're happy to bring these courses or custom courses to your location, Please email business@cooper.com or phone 415 267 3500 to find out more.

Interaction Design

A foundation course on the design of digital products.

Visual Interface Design

How to design for engagement and deliver more desirable products.

Design Collaboration & Communication

Telling the story and getting alignment around a shared design vision.

Mental Models for Product Service & Strategy

Capture the mental model of your audience for near and long-term product planning.

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