



भारतीय प्रौद्योगिकी संस्थान दिल्ली  
Indian Institute of Technology Delhi

# THE PROTOTYPE FOR A GREAT CAREER



Certificate Programme in  
**Design Thinking for User Experience**

6 Months | Starts 24<sup>th</sup> September, 2022 | Live Online Lectures

Programme offered by Continuing Education Programme (CEP), IIT Delhi

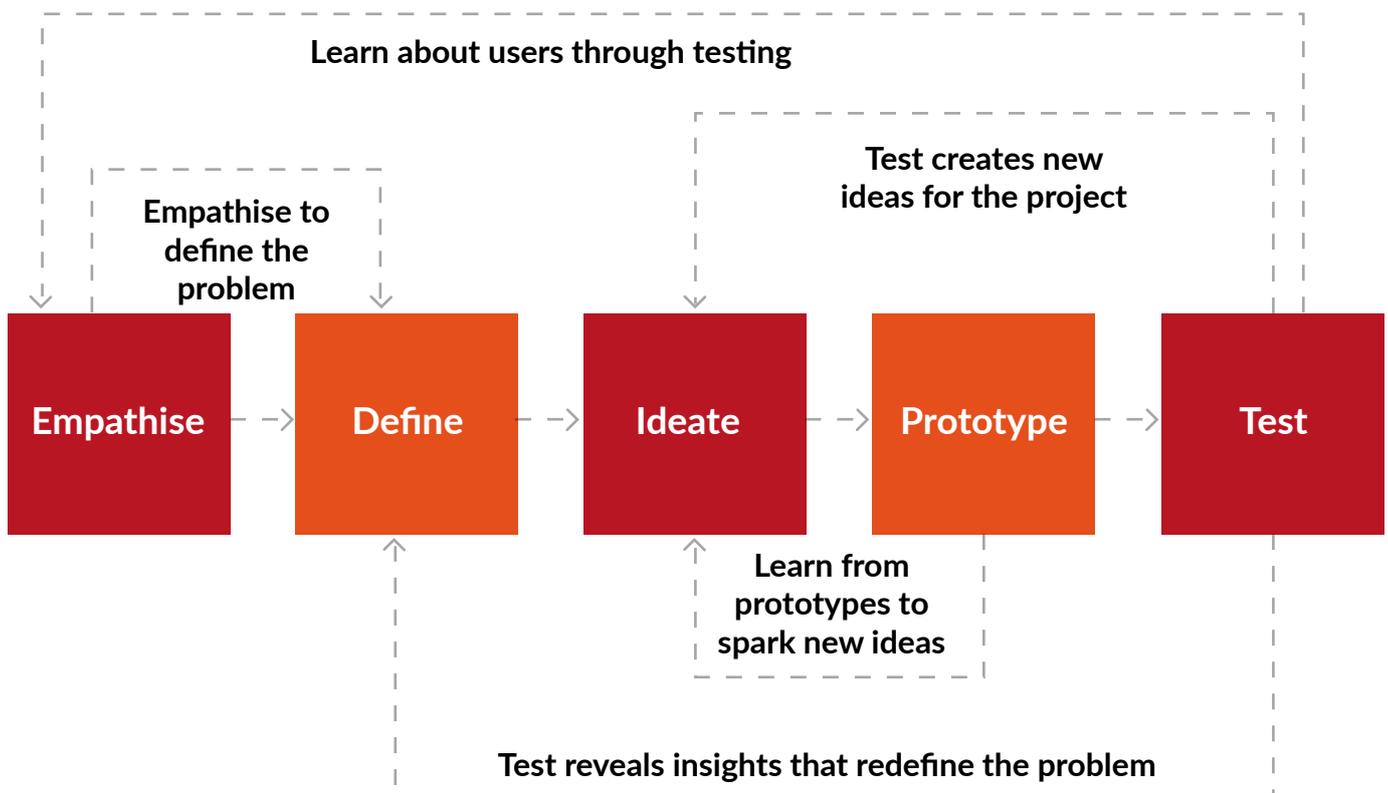
# User Experience (UX) Design

User experience (UX) can be defined as any and every interaction a user has with a product or service. The objective of UX Design is to create easy, efficient, relevant and all-round pleasant experiences for the user. UX designers combine market research, product development, strategy, and design to create seamless user experiences for products, services and processes. A career in UX Design is fast-paced and challenging, requiring a highly diverse skillset.

## Design Thinking for Better UX Design

While Design Thinking isn't limited to UX Design there is a significant overlap between the two. The similarity stems from the fact that both apply a human or user-focused approach and are non-linear, iterative processes that seek to understand users, challenge assumptions, redefine problems, and create innovative solutions to prototype and test.

## Design Thinking - A non-linear process



*Design Thinking counteracts human biases that inhibit creativity and provides a structure to the UX Design process, emphasising engagement, dialogue, and learning to achieve the only goal of UX Design—creating delightful user experiences.*

# CERTIFICATE PROGRAMME IN DESIGN THINKING FOR USER EXPERIENCE

## PROGRAMME HIGHLIGHTS



A programme from DoD (Department of Design), IIT Delhi. IITD is ranked #2 as per QS World University Rankings 2022 in India.



6-month, online programme for working professionals



80 hours of live online teaching



IIT Delhi Continuing Education Programme (CEP) Certification

## WHO SHOULD ATTEND?

- Professionals working or aspiring for a role as a UI/UX designer
- Fresh graduates or post-graduates with a minimum of 50% marks and one-year work experience, seeking a career in this growing industry
- Professionals working in the IT Industry who want to upgrade their skills from Visual Design/UI Design and Engineering to User Experience Design

# KEY LEARNING OUTCOMES



Tenets of UI/UX



Applying Design Thinking in the creation of digital products through the UX design process



Learning the human-centered design process of User Research, Analysis, Ideation/Synthesis, Testing & Implementation



Developing delightful user experiences and products

# PROGRAMME CURRICULUM

The programme curriculum comprises the following topics:

## 1 Introduction to UX Design

- Design Thinking Process
- Interaction Design and User Experience
- Case Studies in Various Domains

## 2 UX Research

- User Contextual Inquiry and Interviews
- Affinity Mapping and Card Sorting
- User Surveys
- Contextual Research & Ecosystem Mapping

## 3 UX Analysis

- Personas, Ecosystem Maps, Journey Maps
- UX Opportunity Maps
- UX Goal Setting, Strategy & Vision

## 4 UX Ideation

- Wireframing
- Low-fidelity Prototyping Methods

## 5 UX Execution

- Heuristic & HCI Principles
- UI Design Principles – Typography, Grids, Composition
- Gestalt Principles
- Design Systems

## 6 Usability Testing

- A/B Testing
- Heuristic Evaluations
- Usability Lab Testing Methods

# PROGRAMME DETAILS

## Delivery

Live Online Sessions  
delivered Direct-to-Device (D2D)



## Class Schedule

Saturdays: 09:30 a.m. to 12:30 p.m.



## Eligibility

- Graduation/post-graduation with minimum 50% marks
- Minimum 1 year work experience



## Duration

- 6 Months
- 80 Hours of Learning
- 3-hours Sessions



## Admission Criteria

Selection based on  
application review



## Evaluation

Evaluation is project based.  
Certificate of completion criteria:  
Attendance, Assignments + Project  
Completion





## CERTIFICATION\*

Candidates who score at least 60% marks overall and have minimum attendance of 60% will receive a 'Certificate of Completion' from IIT Delhi CEP.

Candidates who score less than 60% marks overall and have minimum attendance of 60% will receive a 'Certificate of Participation' from IIT Delhi CEP.

\*Only e-certificates will be issued by CEP IIT Delhi.

# PROGRAMME COORDINATOR'S PROFILE



**Dr. ANEESHA SHARMA**

Head, Department of Design  
Indian Institute of Technology Delhi

Dr. Aneesha Sharma is the Head of the Department of Design at IIT Delhi where she teaches courses on UX design, Usability & Information, and Design & Data Visualisation. She has more than 23 years of experience in the practice and education of UX Design. Before joining IIT Delhi, Dr. Aneesha was the Head of the Information Design Department at NID.

In the design industry, Dr. Aneesha headed the India UX team at GE Digital where she was involved in creating UX products for the manufacturing and automation sectors. She has also worked in the government sector where she conceived digital identities for varied Indian government ministries.

Dr. Aneesha has a BFA from Sir. J.J. Institute of Applied Arts, Bombay, a M.Des degree in Visual Communication and a PhD from Industrial Design Centre, IIT Bombay.

## Programme Fee

Particulars	Amount (₹)
Programme Fee	1,25,000
GST @18%	22,500
Total	1,47,500

**Note:** All fees should be submitted in the IITD CEP Account only, and the details will be shared post-selection.

## Instalment Schedule

	Instalment I	Instalment II	Instalment III	Instalment IV
Date	To be paid within 7 days of offer rollout	10 <sup>th</sup> October, 2022	10 <sup>th</sup> November, 2022	10 <sup>th</sup> December, 2022
Amount (₹)*	30,000	30,000	30,000	35,000

\*GST @18% will be charged extra in addition to the fee

## Programme Timelines

Application closure date	26 <sup>th</sup> July, 2022
Shortlisted candidates will be informed by	2 <sup>nd</sup> August, 2022
Last date to submit the 1 <sup>st</sup> instalment	9 <sup>th</sup> August, 2022
Programme start date	24 <sup>th</sup> September, 2022
Programme end date	March 2023

**APPLY NOW**



# भारतीय प्रौद्योगिकी संस्थान दिल्ली

## Indian Institute of Technology Delhi

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, conduct its own examinations, and award its own degrees.

Since inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management, and Humanities & Social Sciences.

The Department of Design was established in the year 2017 and traces its roots to the Instrument Design and Development Centre (IDDC), which has been pioneering design education at IIT Delhi since 1994. Presently the Department has expert faculties in the three main Design domains of Industrial Design, Communication Design, and Interaction Design. The Department offers Doctoral (Ph.D.) and Masters in Design (M.Des.) programmes, and will start a Bachelors in Design (B.Des) programme from the 2022-2023 session. Being an integrated part of IIT Delhi, the Department of Design offers multi-dimensional learning opportunities to all the students.

### National & International Rankings:

**2<sup>nd</sup>**  
in NIRF Rankings 2021  
(Engineering)

**2<sup>nd</sup>**  
in Outlook ICARE  
Rankings 2021 (Engineering)

**2<sup>nd</sup>**  
in QS World University  
Rankings 2022 in India

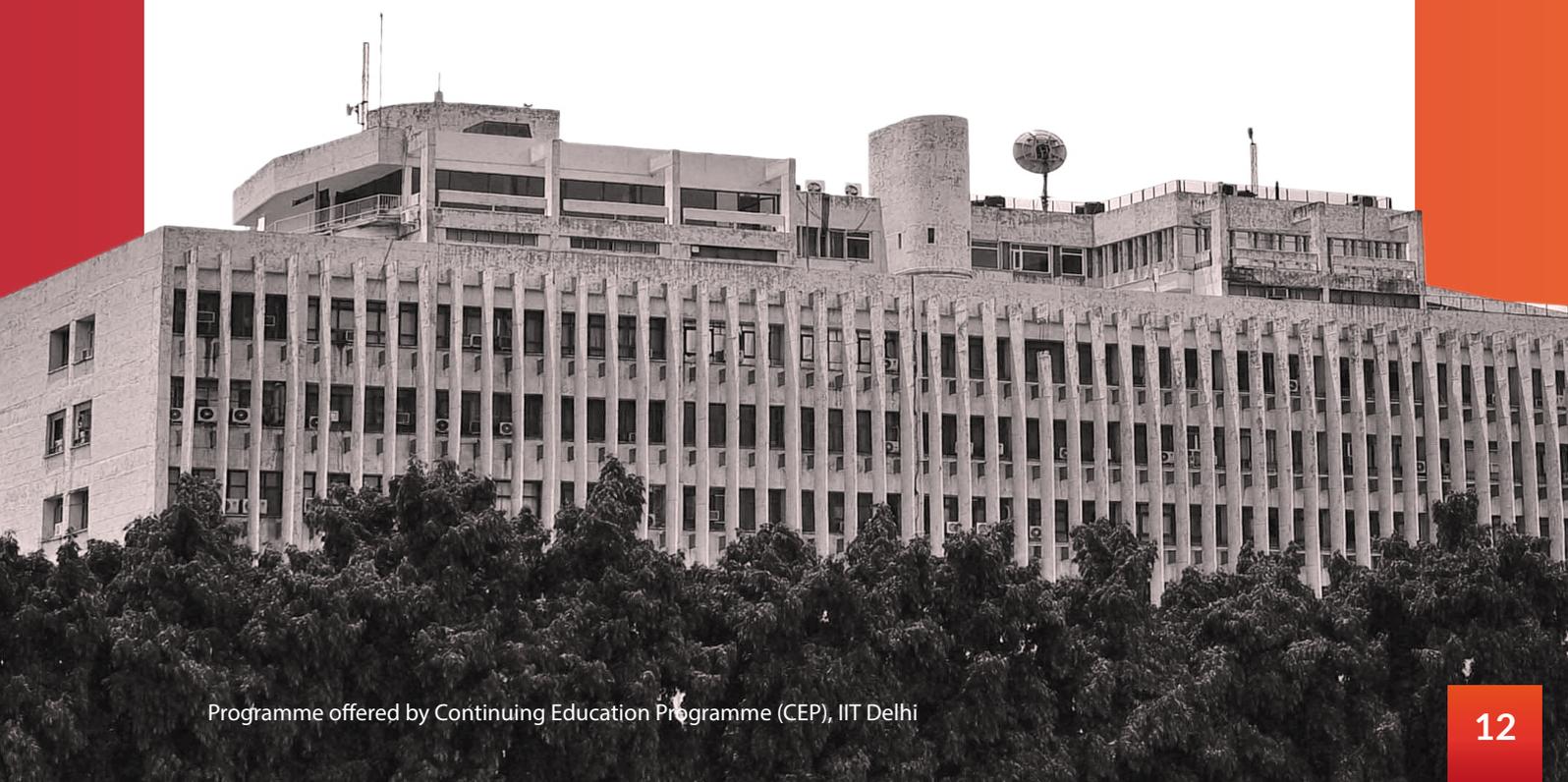
**5<sup>th</sup>**  
in NIRF Rankings 2021  
(Management)

# CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs in the technological, business and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या @IITD), enabling Virtual & Interactive learning for Driving Youth Advancement @IITD for Indian as well as international participants.

These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international levels with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.

For more details, please visit: <http://cepqip.iitd.ac.in>



For any feedback, please write to:  
Head CEP, IIT Delhi at [hodqipcep@admin.iitd.ac.in](mailto:hodqipcep@admin.iitd.ac.in)

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Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.