

User Experience (UX) Design for Online Stores

Duration: 5 Days

Language: en

Course Code: IND09-118

Objective

By the end of this course, participants will be able to:

- Understand the fundamentals of UX design and its role in e-commerce success.
- Analyse customer behaviour and map user journeys for online shoppers.
- Apply design principles to improve usability, accessibility, and engagement.
- Create wireframes and prototypes to enhance store design.
- Conduct UX testing and use feedback to refine user experiences.

Audience

This course is ideal for:

- E-commerce managers and entrepreneurs.
- UX/UI designers and digital product developers.
- Web developers working on online retail platforms.
- Marketing and customer experience professionals.
- Business analysts and consultants in e-commerce.

Training Methodology

The course combines interactive lectures, real-world case studies, and practical design exercises. Participants will engage in customer journey mapping, wireframing, and usability testing simulations to apply UX principles to e-commerce environments.

Summary

This specialised training course introduces participants to the principles and practices of User Experience (UX) design tailored for online stores and e-commerce platforms. It highlights how intuitive design, customer-centric navigation, and seamless digital interactions directly impact customer satisfaction, conversion rates, and brand loyalty.

The course covers usability principles, customer journey mapping, wireframing, accessibility, and UX testing. By focusing on the unique dynamics of online retail, participants will learn how to design engaging, efficient, and profitable digital shopping experiences.

Course Content & Outline

Section 1: Introduction to UX in Online Stores

- Defining User Experience (UX) and its importance in e-commerce.
- Key differences between UX and UI.

- How UX impacts sales, conversion rates, and customer retention.
- Case studies of UX-driven e-commerce success.

Section 2: Understanding the Online Shopper

- Analysing consumer behaviour in digital shopping.
- Mapping the customer journey: awareness, consideration, purchase, retention.
- Identifying pain points in online shopping experiences.
- Tools for collecting and analysing customer feedback.

Section 3: UX Design Principles for Online Stores

- Core usability principles (clarity, consistency, simplicity).
- Navigation design: menus, filters, and product categorisation.
- Mobile-first and responsive design for online retail.
- Accessibility considerations and inclusive design practices.

Section 4: Prototyping and Visual Design

- Wireframing tools and methods for e-commerce platforms.
- Prototyping product pages, checkout processes, and navigation flows.
- Using design psychology to influence buying decisions.
- Visual hierarchy, typography, and colour theory for online stores.

Section 5: Testing, Optimisation, and Performance

- Methods of UX testing: A/B testing, usability testing, and heatmaps.
- Using analytics to monitor performance and identify bottlenecks.
- Iterative design and continuous improvement.
- Aligning UX strategies with business and marketing goals.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are

certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Retail and Trade, Sales & Marketing, Technology

Tags

E-commerce, Online Stores, UX Design

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