

Unlocking the Future with Good UX



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Unlocking the Future with Good UX

Introduction



Tom Woods

Sales Director



John Doran

Head of Partnerships



Agenda

1. About Anicca and UXDI partnership.
2. Why good UX matters
3. UX Design future trends
4. About UXDI research & programs
5. UXDI & Anicca offer
6. Q&A
7. Conclusions and next steps

UX Design Institute & Anicca Partnership

- **Anicca** is the leading training provider for digital communication professionals in UK
- Premium partner in **UK**
- Strong portfolio of industry validated programs in digital
- UX Design Institute fitted in perfectly to this impressive course portfolio
- Local & global knowledge combined,
- Anicca understands of the needs of students within UK
- UX Design Institute understands the global industry and trends
- We regularly update and improve our programs with insights from the industry leaders to make sure they teach the real employable skills need to be a successful UX professional



What we offer: the gold standard in UX education

We go to great lengths to ensure that the quality of our UX training is second to none. All of our training content is

1

University credit-rated



2

Endorsed by design leaders at some of the world's top companies



Why good UX Matters

Why UX matters stats



88% of consumers are less likely to return to a site with bad UX

[Hubspot 2022](#)



90% of users will leave a site owing to bad design alone

[SWEOR](#)



32% of users will leave a brand they love if they have one bad experience.

[PWC Customer Experience](#)



Over 100 million jobs globally in UX by 2050

[Nielsen Norman](#)



Every dollar spent on improving UX will return \$10 to \$100

[UX Planet](#)



Businesses lose 35% of sales due to bad UX. This translates to roughly \$1.4 trillion worth of sales

[Amazon AWS](#)

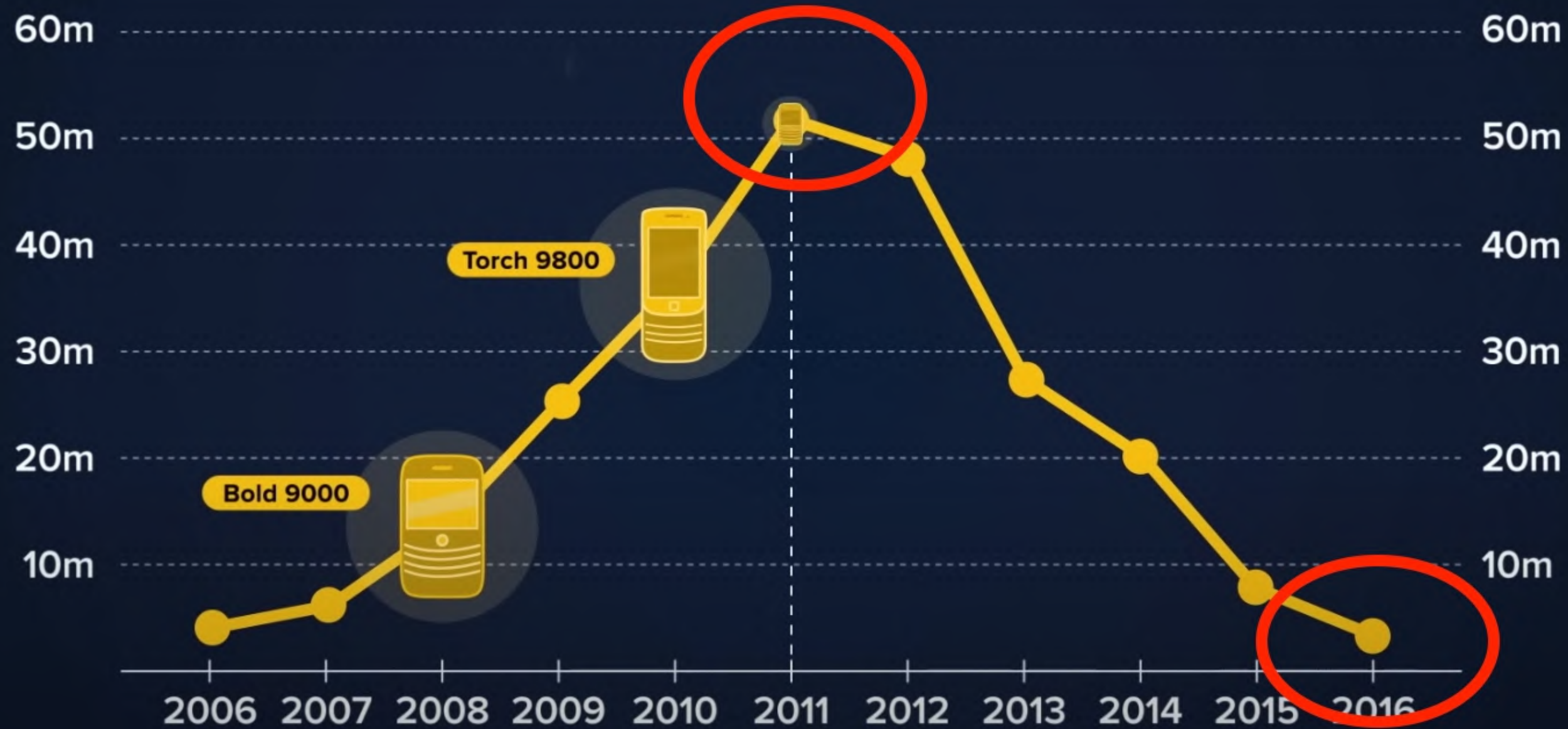
Why Bad UX Matters?



THE BLACKBERRY BUNCH



Sales of BlackBerry smartphones (In million devices)



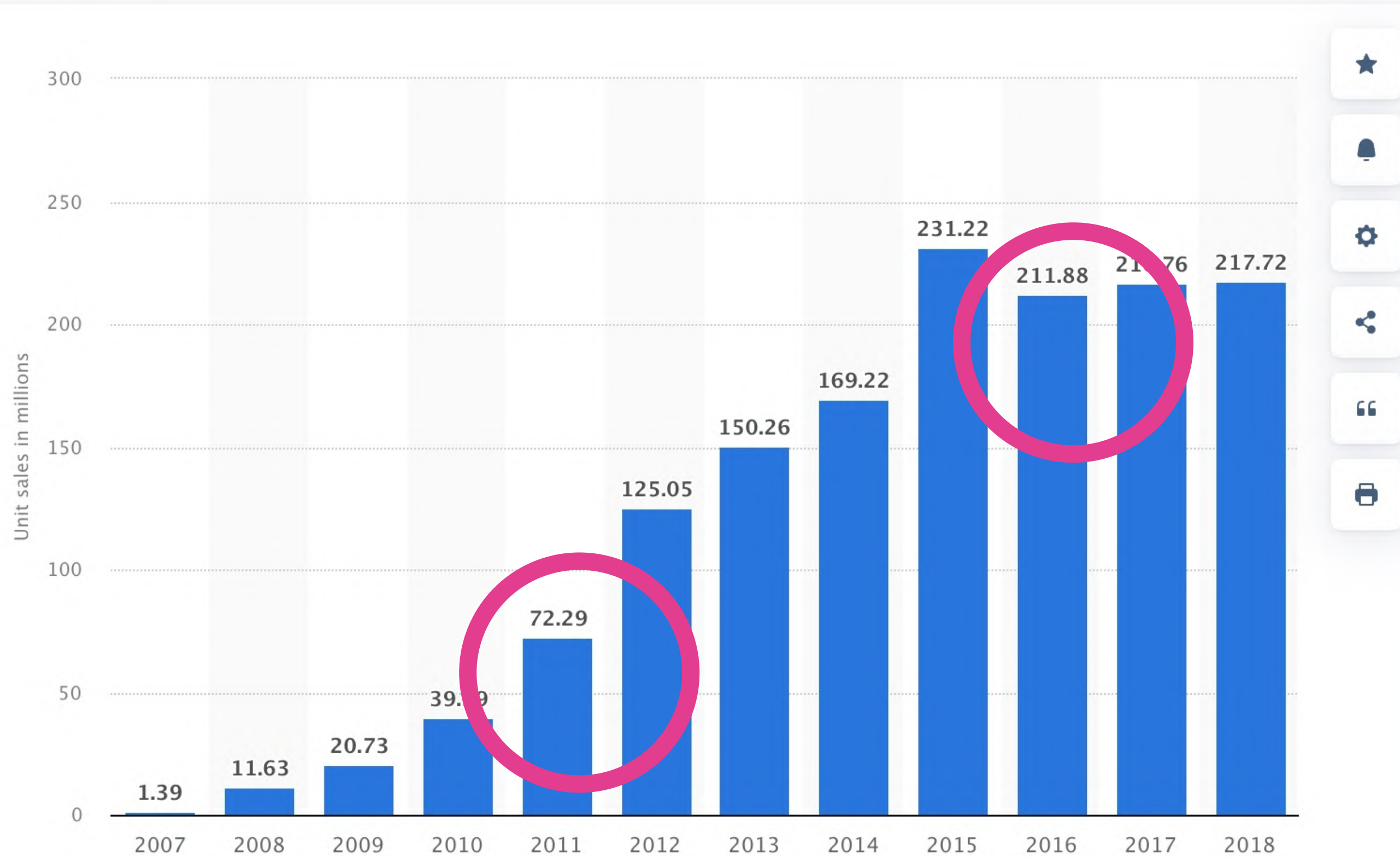


Why Good UX Matters?



Unit sales of the Apple iPhone worldwide from 2007 to 2018

(in millions)



© Statista 2021

UX Design Future Trends

Future Trends in UX

AI

Voice

VR & AR

**Ethical
Design**

**Emotional
Design**

**Data-driven
Design**

 Workshop

Better UX Design with AI

28 June | 2pm (London time) | 3 hour duration



With Nick Babich
Principal UX Designer
at Brain Technologies



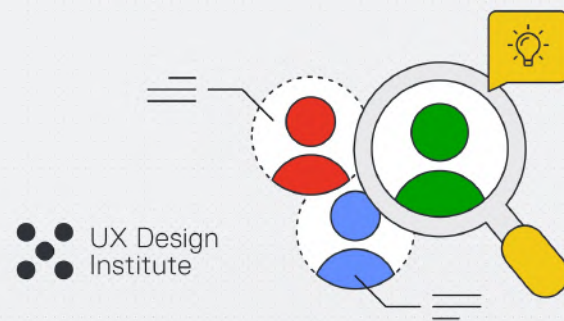
Webinars on future trends

UX Insider

Why user research is so important



With over 15 years of experience, Dr. Stephen Hassard will share some insights into the importance of user research.



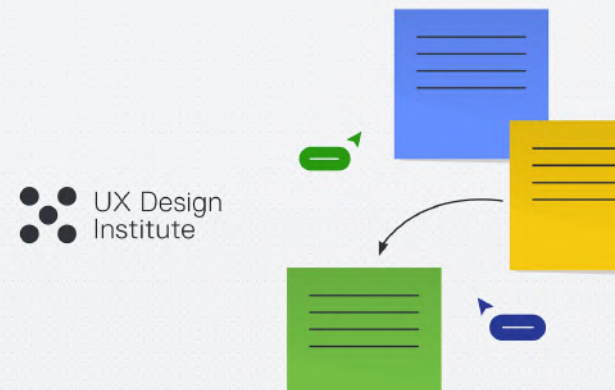
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UX Insider

Want to look behind the whiteboard at Miro?



Product designer Srecko Dimitrijevic explains how the collaborative platform allows colleagues to brainstorm virtually.



UX Design Institute

UX Insider

How do we make Virtual Reality your reality?



Having fully immersed herself in VR, Morgan Chin will share practical advice on becoming a Product Designer in this area.



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Webinars on future trends

UX Insiders

Talking design with Duolingo



Learn how to speak the language of design with Duolingo Product Designer Charlotte Chen.



UX Design Institute



UX Insider

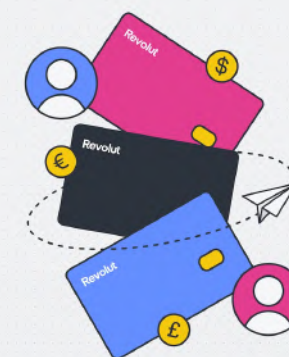
The journey to becoming a product designer

Revolut

Margarida Botelho will walk us through the steps she took to find a job and working environment she really likes.



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UX Insiders

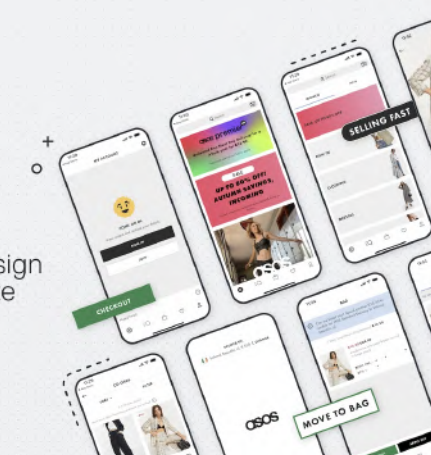
The UX of fashion

ASOS

Fashion, by nature, is designed to make you look and feel good so how do you design the online user experience to match that?



UX Design Institute





Webinar

Design for a better world

Join me on August 17

Don Norman



UX Design Institute research & programs

UXDI Research Report



Research conducted as part of the
Journal of UX Leadership

79%

79% of UX leaders believe demand for UX skills at their organisation will increase over the next 1–2 years

68%

68% of UX leaders expect their company /organisation to hire UX professionals in 2023

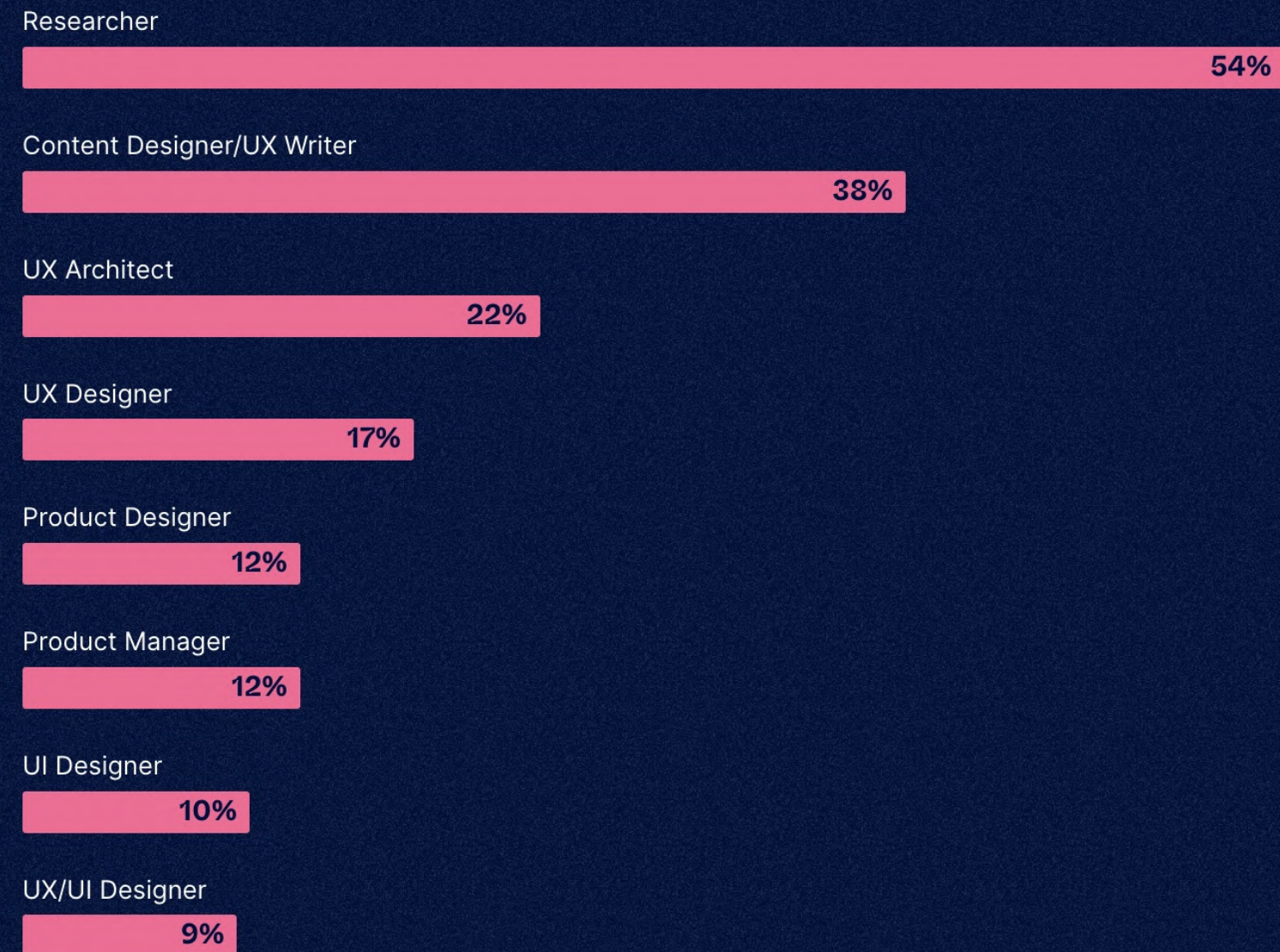
68%

68% of UX leaders find it difficult to attract senior UX talent

86%

86% of UX leaders believe it is very important for UX professionals to engage in learning and development

Most in-demand UX professions



UX Design Institute Programs



Professional Diploma in UX Design

Get the mindset, confidence and skills that make UX designers so valuable.



Cert Course in UX Design Fundamentals

A comprehensive introduction to the key principles and concepts behind UX design.



Professional Certificate in UI Design

Learn the principles, techniques and craft of designing high quality, pixel-perfect user interfaces.



Cert Course in Software and Coding Fundamentals for UX

Learn the essentials of software development and increase your confidence when working with developers.

Micro-credentials for 2023 x-24



1. Content Design



2. User Research Specialisation



4. Accessibility in UX

Who is the course for?



Career Switchers

- New to UX
- Seeking an in demand career within the Technology industry
- Looking for a more rewarding career



Upskillers

- Learn the complete UX Design
- Build a portfolio of work to help transition into a UX position
- Gain a formal qualification



Experienced Designers , Software Developer & Digital Marketers

- Validate existing skills and knowledge
- Fill in any gaps in their skill set
- Gain a formal qualification

A rising industry



Work life balance

UX came 7th in [Forbes](#) list of top 20 jobs for work-life balance



High salary

£54K median salary of UX designers in UK (Glassdoor)



In-demand jobs

99,000 in-demand job openings in UX Globally



On the rise

Global stats
Over **100** million jobs globally in UX by 2050 according to [Nielsen Norman](#)



In-demand skills

UX ranks #5 in-demand skills for 2020 (LinkedIn 2020) and #5 of the top skills with the biggest gap in supply for 2022 (Hired 2020)



Career satisfaction

[Nielsen Norman Group](#) also found that UX designers love their work - respondents rated their career satisfaction as 5.4 on a scale of 1-7

UX salaries and major UK employers

City	Junior: 1-3 years	Mid: 3-5 years	Senior: 5-7 years
London	£38,000 - £54,000	£43,000 - £65,000	£47,000 - £71,000
Manchester	£31,000 - £41,000	£36,000 - £47,000	£38,000 - £51,000
Edinburgh	£32,000 - £42,000	£35,000 - £47,000	£39,000 - £52,000

Glassdoor, Indeed & LinkedIn 2022Stats



For more information visit our blog:
[UX Designer Salaries in the UK in 2022](#)



Professional Diploma in UX Design

Learn to think like a UX designer. Gain the concepts, skills,
and confidence to build your UX career.



11 modules covering the
best UX practices



16 practical UX projects
for a hands-on experience



Portfolio prep sessions
and interview coaching

UX Design Institute & Annica Offer

Special offer for you

Join the course before 31/08/2023 and get £950 off the RRP (multiple currencies available)

Next course commences:

5 Sep 2023

Limited spaces available



Contact Anicca

0116 254 7224

enquiries@anicca.co.uk

Super Early bird offer
£950 off until Aug 31

£1800

~~£2750~~

0% interest
Payment plans available

Enrol today

Our stats speak for themselves

NPS

70

Creators of NPS, suggest a score above 50 is excellent

CSAT

98%

Google

4.9 / 5

Switch Up

4.8 / 5

Course Report

4.8 / 5

Career Karma

4.4 / 5

Thank you & QA.

Contact:

John Doran

Partnerships Sales Manager

✉ john@uxdesigninstitute.com

☎ +353 86 787 6243