

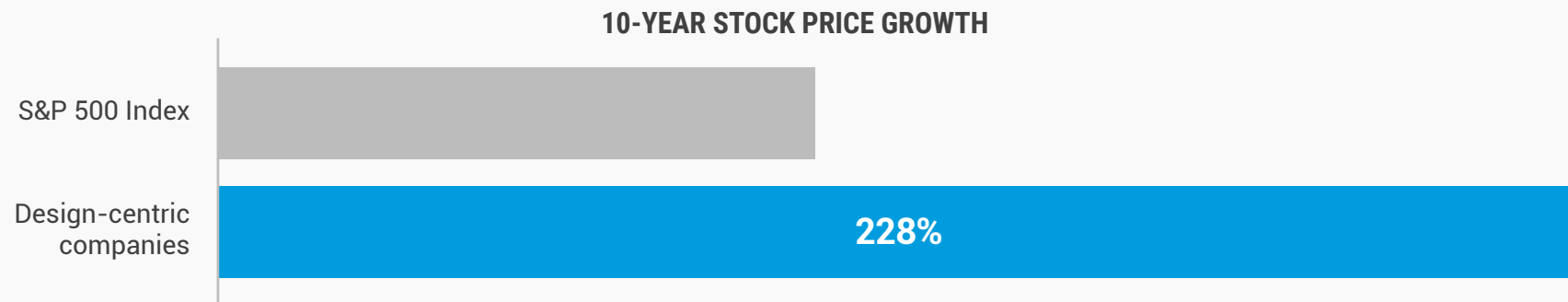


IDF Company Memberships:

**How great UX design helps you
beat the competition**

The ROI of great design

Investing in great design makes business sense, because the return on investment (ROI) in good UX is undeniably huge. Research by the Design Management Institutes shows that companies that invest in great design outperformed the S&P 500 Index by **228%** over the past 10 years.



A report by Forrester further shows that the stock performance over 2007-2012 was **+43% for UX leaders** but **-33.9% for UX laggards**. In other words: start thinking about design, or prepare to lose to your competitors.

The great thing is that investment in great design does not mean spending big bucks: as a non-profit, the IDF is committed to bringing down the cost of high-quality design education.



The value of an IDF Company Membership



IDF COMPANY MEMBERSHIP

TYPICAL ONLINE COURSES

TYPICAL MULTI-DAY COURSES

Time consumed

Self-paced, at employees' own time

Self-paced, at employees' own time

2 days to 10 weeks, during office hours

Course instructors

UX Design industry experts

Not necessarily curated and checked

UX Design industry experts

Course content

Curated for quality & constantly updated

Not necessarily curated and checked

Curated for quality



About the IDF



Established in 2002 in Denmark, the Interaction Design Foundation is inspired by the Scandinavian educational system to create low-cost, high-quality education to change the way people learn design. Over the past 14 years, we've built a sustainable collaboration and education platform, and have grown our global community to reach 475 local groups in 84 countries.

We aim to democratise learning by providing top-notch curricular materials, and strike the perfect balance between academic rigor and practical relevance.



The IDF Executive Board



Don Norman

Co-founder of the Nielsen Norman Group, IDEO fellow and design theorist



Bill Buxton

Principal Researcher at Microsoft Research



Daniel Rosenberg

Chief Design Officer at rCDO UX, Former Senior Vice President at SAP



Irene Au

Former Head of Design at Google & Yahoo



Ken Friedman

Former Dean of School of Design at Swinburne University of Technology in Melbourne, Australia



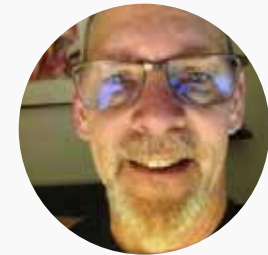
Jonas Löwgren

Professor of Interaction and Information Design at Linköping University, Sweden



Olof Schybergson

Co-founder and CEO of Fjord design consultancy



Michael Arent

Former Design Director at GE Software

What people say about us



"A goldmine of information on interaction design."

Don Norman



"Ivy League level education in UX, Product Design or Human-Computer Interaction."

Forbes.com



"Top-grade educational materials by the world's technology elite... on how to make technology more people-oriented and easy-to-use."

SAP Community Network



"...an incredibly rich compendium filled with a wide variety of lessons and information."

Core77

We're also featured in:



THE
HUFFINGTON
POST



Mashable

WIRED

TE



UX Design Courses

Our UX Design courses are divided into 3 difficulty levels: beginner, intermediate, and advanced:

Beginner Courses

Recommended for all designers and developers. Required for junior level designers.

Intermediate Courses

Recommended for all designers. Required for mid-senior level designers.

Advanced Courses

Recommended for all designers. Required for senior level designers.

All members can take an **unlimited number of courses** at the same time. For more information on our courses: <https://www.interaction-design.org/courses>



UX Design Courses

Beginner Courses

- User Experience: The Beginner's Guide
- Become a UX Designer from scratch
- Human-Computer Interaction
- Gestalt Psychology and Web Design: The Ultimate Guide
- The Practical Guide to Usability
- Web Design for Usability
- Quality Web Communication: The Beginner's Guide
- UI Design Patterns for Successful Software
- The Psychology of Online Sales: The Beginner's Guide
- User-Centred Design - Module 1
- User-Centred Design - Module 2
- User-Centred Design - Module 3
- Information Visualization: A Beginner's Guide

Intermediate Courses

- User Research: Methods and Best Practices
- Design Thinking: The Beginner's Guide
- Mobile User Experience Design
- Information Visualization: Getting Dashboards Right
- Information Visualization
- Conducting Usability Testing

Advanced Courses

- The Ultimate Guide to Human Perception and Design
- Gamification: Applying gaming principles to serious software
- Emotional Design: How to make products people will love
- Dynamic User Experience: Ajax and Usability
- Affordances: Designing Intuitive User Interfaces
- The Psychology of Interaction Design
- Get Your Product Used: Adoption and Appropriation
- Formal Design Methods: Formalism and Design
- How to Create Intuitive Products by Imitating Physicality



UX Design Courses

The screenshot shows the user interface of the Interaction Design Foundation (IDF) website. At the top left is the IDF logo. To its right are navigation links: COURSES, COMMUNITY, LITERATURE, and ABOUT IDF. On the far right of the top bar is the user profile for Mads Soegaard, with links for Profile and Logout. Below the navigation bar, there are three circular statistics: 10 for Denmark, 348 for Europe, and 935 for Worldwide. A progress bar indicates 'Your progress (0%)'. The main content area features a sidebar on the left with a list of lessons from Lesson 0 to Lesson 2.10, with Lesson 2.6 highlighted. The main content area displays the title '25 Excellent Websites Using Bold Vibrant Colours' and a large image of a Squarespace website landing page. The landing page has a blue background with the text 'Create your own SPACE' and a 'GET STARTED' button. The background image includes a laptop, a pink plate with pastries, a red mug, and a clipboard.

Our **instructor-led courses** help your design team build their UX and design skills at home or at work.

Courses are completely self-paced to accommodate for busy schedules, so learning can be made anytime and anywhere.



Gamified Learning

COURSES COMMUNITY LITERATURE ABOUT IDF

Mads Soegaard Profile | Logout

30 You are ranked **30th** in Denmark (up 2 ranks today)

532 You are ranked **532nd** in Europe (up 19 ranks today)

1442 You are ranked **1442nd** Worldwide (up 40 ranks today)

TOP LEARNERS DENMARK	TOP LEARNERS EUROPE	TOP LEARNERS WORLDWIDE
1 Olaf Japp (1444 PTS (11430))	1 Fabian Keller (1991 PTS (11965))	1 Troy Woodland (2409 PTS (11800))
2 Sillas Risbjerg Terk... (1339 PTS (14320))	2 Andrea Taddei (1991 PTS (11965))	2 Fabian Keller (1991 PTS (11965))
3 Heidi Klavs Jensen (608 PTS (1480))	3 Luis Melo (1974 PTS (11970))	3 Ian R Stokol (1964 PTS (11960))
30 Mette Lindharth (6 PTS)	532 Ioana Hasan (6 PTS)	1442 Ioana Hasan (6 PTS)
30 Mads Soegaard (6 PTS)	532 Mads Soegaard (6 PTS)	1442 Mads Soegaard (6 PTS)
33 John Paulin Hansen (6 PTS (1))	532 Jeroen Colpaert (6 PTS)	1442 Victoria Long (6 PTS)

With elements such as regional and international rankings and completion progress bars, we have made learning as addictive as a well-designed game.

LESSONS IN THIS COURSE

Lesson 0 Welcome and Introduction Available from: Nov 13th, 2014	75%
Lesson 1 Welcome and Introduction Available from: Nov 13th, 2014	50%
Lesson 2 Welcome and Introduction Available from: Nov 13th, 2014	25%

Course Certificates

We award IDF members **Course Certificates** to prove their achievements in their courses.

Once they hit a minimum of 70% of course points, they can get a certificate; they can also earn distinctions if they perform well, for example if they score 90% of the total points or score the top of the class.

All **Course Certificates** are verifiable online.



Useful templates to use in work

Our courses feature lots of useful design templates and UX checklists that your design team can use directly to build your products.

Since all members are able to access course material forever once they've signed up for a course, your employees are able to fully utilise these templates.

Recognizing Nielsen and Molich's User Interface Design Guidelines

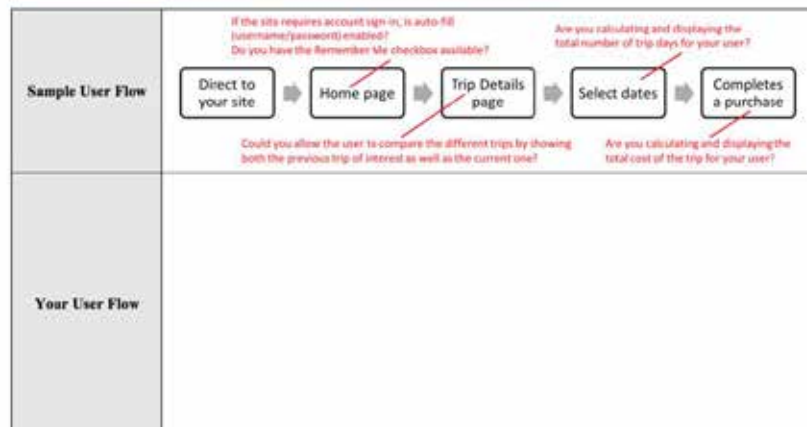
Step 1: Choose a website or an app.

Step 2: Put it to the test! Look at whether or not it follows Nielsen and Molich's 10 rules of thumb.

Rule of Thumb	Is this rule being applied? How so?	Is this rule violated? How so?
1. Visibility of system status		
2. Match between system and the real world		
3. User control and freedom		
4. Consistency and standards		
5. Error prevention		
6. Recognition rather than memory		
7. Flexibility and efficiency of use		
8. Aesthetic and minimalist design		
9. Help users recognize, diagnose, and recover from errors		
10. Help and documentation		

Worksheet: Make Use of External Cognition in your User Flows

Directions: Draw a user flow from your product. Analyze each step in Your User Flow process, and determine whether you are making proper use of external cognition by minimizing cognitive load whenever possible.



Global community of designers

The screenshot shows the IDF Madrid community page. At the top, there is a navigation bar with links: 'Why join our community?', 'Company membership', 'Publish on IDF', 'Get a personal design coach', and 'Contact'. Below this is the IDF logo and navigation links: 'COURSES', 'COMMUNITY', 'LITERATURE', and 'ABOUT IDF'. A user profile for 'Mads Soegaard' is visible in the top right corner. The main content area is titled 'IDF Madrid | SPAIN' and includes social media icons for Facebook, Twitter, LinkedIn, and a share icon. A welcome message reads: 'Welcome to IDF Madrid. We are a growing group of "Madrileños" interested in Interaction Design, User Experience, Customer Experience and Service Design. We meet semi-regularly and our meetings always include a presentation or discussion that we can learn from. We also always make sure to have informal networking so we all grow our relations as well as have fun. Please join us: You will expand your professional network in Madrid, learn a lot, and have fun! ¡Nos vemos en IDF Madrid!'. Below the message are two buttons: 'Join IDF Madrid' and 'Close Local Group'. To the right, a 'RANK IN SPAIN' section shows a large '#1' ranking. Below this is a 'GROUP STATUS' section with the text: 'IDF Madrid is in excellent standing.. (This status can only be viewed by Local Leaders and the appropriate IDF Country Manager and IDF Continent Manager)'. At the bottom, there is a 'GROUP EVENTS' section with sub-sections for 'UPCOMING EVENTS' and 'PREVIOUS EVENTS', with a 'MARCH MEETING' event listed under the previous events.

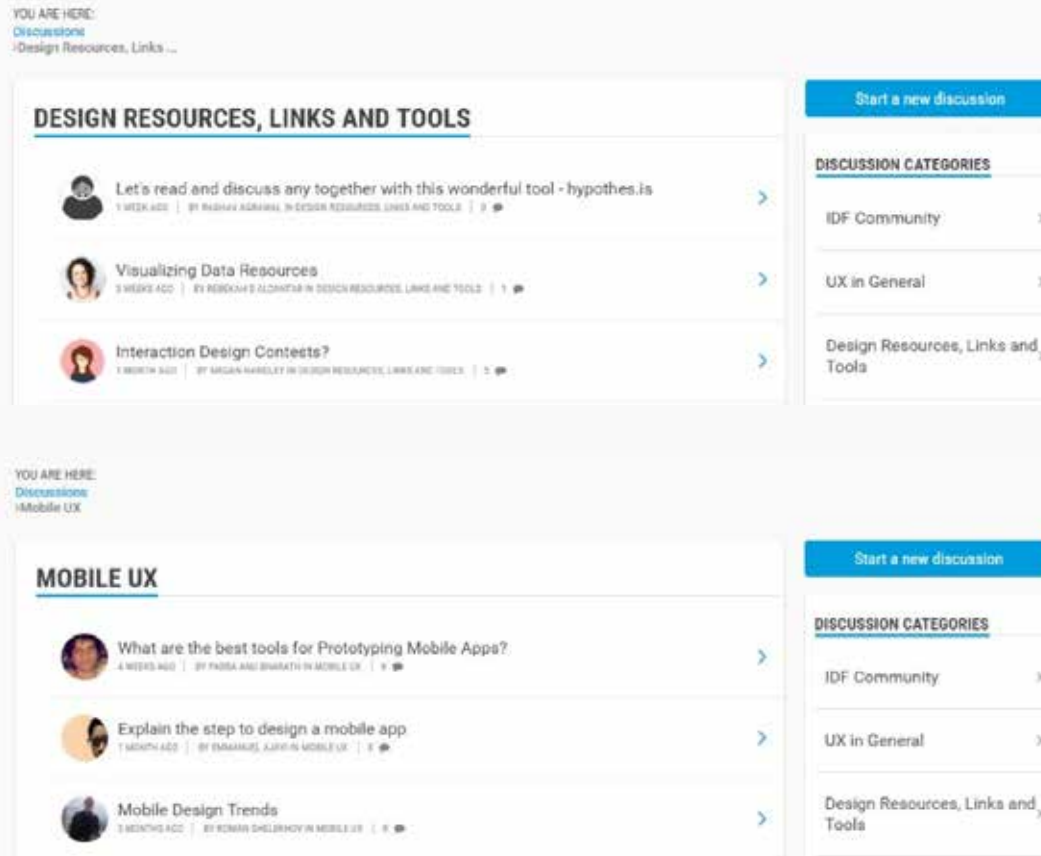
We have **470 Local Groups** in cities around the world, so you can instantly find and connect with the most active design communities around the world.

Get help from local designers immediately – no more paging endless research reports.

Our global community makes sure that you get the **latest knowledge from around the world** – to outperform your local competitors.



Ask, and our global community answers



Solve your **business design problems** by getting help from our discussions forum, with a network of thousands of design professionals. Have a problem? Then simply ask!

You can also get industry-leading designers as personal coaches to help your employees tackle your business challenges (this feature requires a more expensive membership).

Company account administration

COURSES THIS MEMBER IS TAKING

UI Design Patterns for Successful Software >

Human-Computer Interaction >

The Practical Guide to Usability >

Check your employees' progress and compliance

Hassle-free account administration

COMPANY MEMBERS

[Add a new member / colleague](#)

INVOICES

DESCRIPTION	AMOUNT	DATE ISSUED	DATE PAID	
20 Professional memberships (1 year)	98.00 USD	23/05/2014	23/05/2014	>
20 Professional memberships (1 year)	98.00 USD	23/05/2014	23/05/2014	>

Hassle-free accounting – one invoice for all your membership payments.



Create an IDF Company Membership now!

<https://www.interaction-design.org/corporate>

Join these companies and start unlocking the full potential of great UX design

accenture



PHILIPS



Imperial College
London



<https://www.interaction-design.org/corporate>

More info









About us:

<https://www.interaction-design.org/about>

Email:

hello@interaction-design.org

Find us on social media:

-  <http://www.facebook.com/interactiondesign.org>
-  <http://twitter.com/interacting>
-  <http://www.linkedin.com/groups?gid=2529386>
-  <https://plus.google.com/+InteractionDesignOrg>
-  <https://dk.pinterest.com/ixdfoundation/>
-  https://www.instagram.com/interaction_design_foundation/