



Professional Diploma in UX Design

I am writing to request approval to undertake the Professional Diploma in UX Design with the UX Design Institute (www.uxdesigninstitute.com).

The UX Design Institute has been running courses in user experience design since 2013. It has trained thousands of professionals around the world, opening their eyes to UX and giving them the skills and knowledge to make digital products that **really** meet users' needs.

There are lots of benefits of me undertaking this course, just a few of which are outlined below:

Professional development

After completing the course, I'll...

- Have the confidence that comes from a true, deep understanding of what UX is and the various methods and processes involved
- Have the mindset of a UX professional - being able to advocate the benefits of the UX design process
- Understand how UX can improve the workflows of our product research, design and development and be able to introduce those UX processes
- Be a Certified UX Professional, with a globally recognised university-accredited qualification. This will benefit my professional development within our company and will also be a quality mark, recognised by other companies that we interact with

Benefits of UX to our company

When we apply UX practices, we'll see lots of benefits for our company. Here are just a few:

UX saves money

User experience is about building digital products that solve customer's problems. If a company builds products that don't solve problems or doesn't solve them efficiently, then all of that will need to be reworked down the line.

One study has estimated that **fixing issues after development can be up to 100 times more expensive than fixing them during the design stage**. Investing in UX also helps to reduce other costs including customer support and training costs.

UX increases sales

“The impact of UX is crystal clear: the more satisfied your users are, the more likely they are to do whatever it is you are encouraging,” says Abby Covert, Information Architect and author of **How to Make Sense of Any Mess**.

And if you are encouraging users to buy products, then UX will get them to do more of that, increasing your sales. One often quoted statistic is that **every dollar spent in UX brings in between \$2 and \$100 in return**. Increasingly, the evidence is pointing towards the upper end of that stat.

UX increases customer loyalty

A whopping **88 per cent of online customers are less likely to return to a website after a bad experience** and more than a third will tell others about this experience. **The Future of Design in Start-Ups** survey found that the more a company invested in and focused on design, the higher their customer retention and engagement rates were.

Companies with the highest investment in UX saw their sales increase by 75 per cent.

UX helps competitiveness

Companies that invest in UX - like Apple, Facebook, Google, Amazon - do it because it delivers better products, happier customers, motivated employees and reduced development costs. All sources of competitive advantage.

Hopefully that's given you a good overview of why me undertaking the Professional Diploma in UX Design would be a great move for us, as a company.