

E-Commerce UX Training Workshop in Copenhagen, Jan. 29. - Feb. 2. 2018

5 full-day workshops of in-person training with tangible results to bring home

Get the insights required for creating a State-of-the-Art e-commerce user experience by attending Baymard Institute's 5 full-day UX training workshop in Copenhagen (Denmark) January 29. - February 2. 2018.

Christian Holst, research director at the Baymard Institute, will share the findings from Baymard's 28,000 hours of large-scale UX research specific for e-commerce sites, and from working with clients like Etsy, Office Depot, Sears, Kohl's, Nike, John Lewis, Carnival, T-mobile, Overstock.com, The North Face, etc.

There are 5 different topics for each of the 5 workshop days, covering the full e-commerce experience: *Homepage & Category Navigation, On-Site Search, Product Pages, Checkout, and Mobile E-commerce*. You can take anywhere from 1 day to all 5.

The UX training will be "hands-on" where you will be working on applying all findings to your own site (or a client's) — giving you tangible design changes to bring back home.

Passing an optional exam will also earn you the certification '*Certified E-Commerce UX Professional by Baymard Institute*'.



E-Commerce UX Optimization Training

In the 5 workshop days we will be working through all core aspects of e-commerce UX. User experience and conversion optimization within e-commerce is no longer about “3–5 big fixes”, but much more about 20–30 changes to get the overall UX design and flow just right. In fact, our research has identified 550+ specific site elements that consistently constitute a good e-commerce user experience.

Note that at these workshops we will *not* work with “*fun ideas & inspiration found at various places on the internet*” but only work with verified design patterns that have consistently shown to perform well during years of usability testing of the world’s leading e-commerce sites.



A ‘Hands-On’ Approach

The research findings presented throughout the workshop day are mixed with a “Hands-On Approach”. This provides several benefits:

- *Learning by Doing* — You will work with Baymard’s researchers on applying the UX research findings to your specific site and site context.
- *Tangible Results to Bring Home* — At the end of each day you will have a list of optimizations and ideally wireframes for new e-commerce UX designs and flows to bring back and share with the rest of your team.
- *Solving Your Real-World Challenges Rather than Thought-Up Issues* — By applying the research findings to your site, implementation-specific challenges will be surfaced throughout the workshop (+ Baymard’s team of researchers can provide answers, instead of you being stuck when getting home).

Because of this “Hands-On Approach” the seats for each workshop is limited to just 30 attendees. Unlike many other training workshops, there won’t be just 1 workshop teacher available for the entire workshop day, but rather there will be 2–3 Baymard senior UX researchers available each of the workshop days (max of 10 attendees per 1 senior UX researcher).

The 5 UX Training Topics & Workshop Days

The 5 different workshop topics each represent a core pillar of the user's online shopping experience. It's up to you if you want to take just some or all 5:

1. **Homepage & Category Navigation (Jan. 29):** design of the homepage, the main navigation, drop-down menus, category pages, custom and sub-category pages, the overall site taxonomy, general site-wide navigation, category product listing pages, design and logic for all filtering and sorting tools, the product list item design, etc.
2. **Search Experience (Jan. 30):** the type of search queries the search engine supports, how product data is searched, autocomplete suggestions, user guidance on partial matches, "No results" pages, search results layouts and features of the search results page, faceted search logic, etc.
3. **Product Pages (Jan. 31):** the design and usability of product page layouts, product descriptions, product variations, image galleries, the "Add to Cart" button and its logic, customer reviews, cross-sells, cross-navigation, etc.
4. **Checkout Process (Feb. 1.):** the entire checkout flow, including the shopping cart, account selection, guest checkout, all fields and descriptions, field labels, shipping methods, payment methods and fields, wording of error messages, order reviews, etc.
5. **Mobile E-commerce (Feb 2.):** how to design a user-friendly shopping experience for a 4-inch screen, mobile specific design optimizations, main navigation design for mobile, requirements for mobile product listing designs, product details pages, carts, checkouts, etc.



See more detailed topic lists for [each day](#).

Attending *each* of the workshop days also includes one full access license to Baymard's corresponding research study, normally a \$200 purchase per study, as we'll use these studies as part of the course material.

Become a ‘*Certified E-Commerce UX Professional*’ by Baymard Institute

All attendees participating our UX training can opt for taking an optional exam for each of the 5 topics. Once having passed the exam for all 5 topics you will earn the degree “*Certified E-Commerce UX Professional by Baymard Institute*”. This includes being listed and having a profile page in Baymard Institute’s public list of “*Certified UX E-Commerce Professionals*”.

The exam and certification is optional. The exam itself must be completed online within 28 days of participating in a workshop. There’s a \$60 exam fee per topic to cover the time spent by the examiner, issuing certificates, and managing online profile listings. One re-exam is allowed per workshop attendance. Learn more about [certification](#).



Pricing

| Seat Prices | 1-2 days <i>\$200-450 report savings</i> | 3-4 days <i>\$600-850 report savings + \$300-375 volume discount</i> | 5 days <i>\$1,050 report savings + \$750 volume discount</i> |
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| Early <i>save \$250/day, ends Nov 15.</i> | \$850 / day | \$750 / day | \$700 / day |
| Regular <i>save \$150/day, ends Jan 15.</i> | \$950 / day | \$850 / day | \$800 / day |
| Late | \$1,100 / day | \$1,000 / day | \$950 / day |

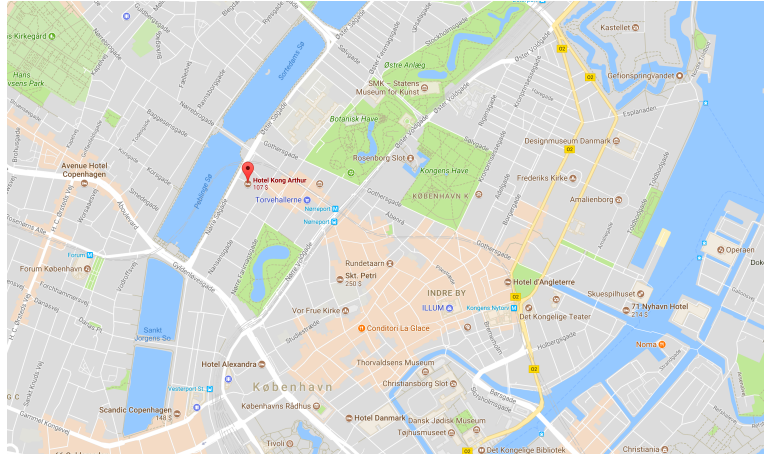
*There are only 30 seats available for each location — **book your seat today** at baymard.com/ux-training/locations/copenhagen*

If you have questions email ux-training@baymard.com

In addition to the above discount, included in the admission price for each of the 5 full-day workshops is 1 license for Baymard’s corresponding 5 research studies (normally \$200 per study), which will be used as the workshop courseware and work tools for you and your team when you get home. Prices include lunch, snacks, beverages, courseware, and wifi throughout the day.

Training Location in Copenhagen

The UX training will be held at the historical and beautiful [Hotel Kong Arthur](#), right at the center of Copenhagen. The address is *Nørre Søgade 11, 1370 Copenhagen, Denmark*.



Flying To Copenhagen

Getting to Copenhagen (airport code “CPH”) is easy with *direct flights* from nearly all larger European cities, as well as direct flights from major US cities (New York, Miami, Ft. Lauderdale, Boston, Washington, San Francisco, Los Angeles), and direct flights from cities like Toronto, Istanbul, Dubai, Moscow, St. Petersburg, Tokyo, Bangkok, Shanghai, Beijing, etc.

See nearly [all flights](#) to Copenhagen.

Hotel Options

The UX training venue is “Hotel Kong Arthur” (which also happens to be a nice hotel). The most convenient option is to stay at the venue itself ([Hotel Kong Arthur](#) 4 stars, starts at €130/night) but the venue’s central location in Copenhagen means you also have plenty of hotel options within walking distance, e.g. [Ibsens Hotel](#) (3 stars, starts at €110/night, 2min. walk).



VISA requirements

Generally you do not need a VISA for entering Denmark if you have a valid passport from any EU-country, or a valid passport from countries like Norway, Switzerland, USA, Canada, Australia, or Japan. (See a [full list](#) of countries that do and don’t require a VISA.)

Alternative Locations and Dates

Copenhagen is currently the only location outside the US where Baymard Institute offers the E-Commerce UX Training workshop and certification in 2018. With direct flights from almost all of Europe it's no more than a few hours away. If that doesn't fit we have 3 other options:



San Francisco
Feb 26 - Mar 2, 2018



New York City
March 19-23, 2018

In-house workshops: Baymard also offers [in-house UX training](#) workshops held at *your* company offices (anywhere in the world), only for *your team*, and at a date that suits you. In-house workshops are good if you want something private, and are cheaper if there's value in 5+ employees attending a Baymard workshop.

Baymard Institute's Research Is Used By

Baymard's research is used by more than 3,000 e-commerce companies, researchers, and UX designers, from 80+ countries, and includes 71% of all Fortune 500 companies within e-commerce, including:



Priya Bastianpillai, Lead UX & Web Design at Sears Canada

A great, informative and impactful weeklong workshop with Baymard. We left with many actionable insights into how to improve overall user experience on our site. Our team now feels confident in their ability to identify and solve issues on their own.



Alex Wright, Director of Research at Etsy

This was an excellent piece of work: professional, thorough, and actionable for the team. We're very happy with the work Baymard has done for us so far, and I hope we'll have the chance to work together again on future projects.



Kerry McAleer-Forte, Director of UX Research at Sears

Baymard produces some of the most relevant and actionable user experience research available. They really understand the needs of UX and Product Management professionals, and their deep experience in the eCommerce field allows them to offer sophisticated, nuanced insights.



Cat Brunson, UX Manager at Columbia Sportswear

This was indeed very helpful guidance and a very well-documented roadmap for us to fix, validate, organize, collectively understand and continually improve our ecommerce foundation.



Will Close, Director of A/B Testing at Nike.com

Intelligent, consumer-focused insights that are clear and actionable. The team in the room really loved the way the Baymard Institute highlighted the optimizations in the various user experience elements (copy, layout, design, calls-to-action...), from the perspective of consumer struggles. Baymard's Usability research really complements our other existing research tools.



Bryan Trogon, Director of User Experience at Office Depot

Baymard has been a great resource in helping us improve the customer experience. We are continually applying these best practices to our sites.