5 Days of Intense Research-Based UX Training Workshops by Baymard, at *Your* Company Offices

Get the insights required for creating a state-of-the-art e-commerce user experience by having Baymard Institute host 5 full-day UX training workshops at your company offices

In these 5 days Baymard's senior UX researchers will share the findings from Baymard's 32,000 hours of large-scale UX research specific for e-commerce sites, and experience from working with clients like Google, Etsy, Office Depot, Sears, Kohl's, Nike, John Lewis, Carnival, T-mobile, Overstock.com, The North Face, etc.

The UX training will be "hands-on" where your team will be working on applying all findings to your own site — making the workshop not only about solidifying UX knowledge in your organization, but also making the workshop ideal for acting as a driver for identifying and prioritizing UX changes in your organization.

In-house workshops are a sensible alternative to Baymard's public UX training if your company wants something private, wants to generate momentum for kick-starting a redesign project, or wants to instill a stronger UX mindset in the organization.

Compared to public workshops an in-house workshop is cost efficient if you see value in 4 employees or more attending a Baymard UX training workshop.

Typical Goals for the 5 Day In-House UX Workshops

- Share the condensed findings of Baymard Institute's 32,000 hours of large-scale e-commerce usability testing, showing exactly how and why users interpret and misinterpret e-commerce interfaces.

- Share specific UX design patterns that work, and discuss why those designs work well, by studying 'State of the Art' e-commerce UX designs (chosen among Baymard's 24,000+ categorized 'best- and worst-practice' examples from leading e-commerce sites).

- Solidify the UX mindset internally at your company among your UXers, and qualify the UX mindset in other parts of the organization (e.g., among product managers, developers, designers, or content creators), by providing a deeper understanding of user behavior that can act as a framework for your company's UX thinking going forward.

- Kick-start specific UX and feature redesigns with research-based input for change, all of which is developed and anchored in your organization, and facilitated by Baymard.

- Fast-track e-commerce UX knowledge in new teams and organizations.

- Get a team of *'Certified E-Commerce UX Professionals'*. All attendees participating in Baymard's UX training workshop can opt for taking an optional exam for each of the 5 topics. Anyone having passed the exam for all 5 topics will become *"Certified E-Commerce UX Professional by Baymard Institute"* (more on certification).

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.

The 5 Workshop Days: Topics Covered

The 5 workshop days are organized into 5 different themes that each represents a core pillar of the user's online shopping experience:

1. **Homepage & Category Navigation:** 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 (on-site search):** 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:** 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:** 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:** 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.

The *"1 day = 1 theme"* approach means that all attendees won't necessarily have to attend all 5 days.

A Hands-On Approach

The topics and research findings presented are mixed with a "hands-on" approach where, through multiple group exercise sessions throughout each day, your employees will work on applying the UX research findings directly to your e-commerce site, as they are covered.

This "hands-on" training framework is used to instill both the internal discussion and prioritization that emerge as new UX design changes are made, and to better anchor knowledge in the organization (though "learning by doing").

As part of the UX training workshop your company will therefore also end up with several concrete redesign proposals from your own teams.

Cost

Pricing for 1 full week of training is USD 26,000.

This **includes:**
- a senior Baymard UX researcher at your offices for all 5 workshop days,
- all Baymard's travel time, and all Baymard's airfare and hotel expenses anywhere in the US or Europe (outside a small extra travel fee may apply).
- all of Baymard's workshop preparation,
- all course material,
- 12 month complimentary access to the 'Large' Baymard Premium plan, which include 6 follow-up Q&A sessions with Baymard's research team (normally $3,000)

The workshop is limited to 12 attendees per day to ensure the quality of the hands-on sessions (this corresponds to a training cost of $433 per person for a full day of in-house training). If needing training for more than 12, reach out for a quote on a workshop with 2 Baymard facilitators.

The price doesn't include local sales tax (if applicable) and assumes that the workshop is to be held at a location provided and facilitated by your company (typically your company offices). If wanting certification, there's an exam fee of $45/person, for each of the 5 exams. The project sum is to be paid via bank transfer 30 days after the last workshop day.

Compared to Baymard's public training workshops, an in-house workshop will often be cost-efficient if there are just 4 people or more at your company attending, when factoring in the employee workdays otherwise lost on traveling time, along with employee hotel and flight expenses.

Next Steps

1) If you have questions or would like to schedule a meeting to discuss your workshop options, please e-mail or call *Christian Holst*, Co-founder of Baymard Institute at:
Christian@baymard.com   US: +1 (415) 315-9567   EU: +45 40968188

2) To proceed with the above-described in-house training workshop please sign below and return to Baymard.

Agreement to the above-described project

_____

Date: August 20, 2018
Christian Holst, Co-founder
Representing: Baymard Institute (Howitzvej 60, 1st floor, 2000 Frederiksberg, Denmark)

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Date:
By:
Title:

Representing:

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:

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."

Jim Rampton, UX Architect at MRM McCANN

"The training was worth every penny and kudos to Christian and Lauryn for doing such a great job. My mind was definitely blown."

Geoffrey Laux, Digital Product Owner at Capital One

"I wanted to begin by saying how incredibly impressed I have been all this week with both the degree/depth of content shared on UX/UI best practices for eCommerce experiences as well as specifically your presentation skills. This has by far been one of the most valuable conferences/workshops I have ever attended in my professional career."

Semion Lapin, UX Designer at Deloitte Digital

"Baymard's training provides the proper language and sound evidence to understand what it mean to create a truly usable interface in the ecommerce business."

Ellen Goldberg, Optimization and Analytics Manager at Lamps Plus

"Among the best experiences I've had in any training or conference. The attitude was one of helping us improve our sites and not just making a profit. As attendees we were treated very well and given top notch information to work with. Both Christian and Lauryn were very accessible and helpful."

Nick Frame, Lead UX Designer for TaylorMade Golf

"Every day of the training was accompanied by a list of discoveries that I could directly design solutions for into my site. I was able to bring these designed solutions home with me and kickoff multiple optimization projects that I am confident will affect the site in a positive way, both in usability and conversion. Being able to have Christian and Lauryn from Baymard Institute look over my shoulder and give me feedback and direction based on the 28,000 hours of independent research that their organization has done was incredibly helpful."