ELEARNINGNEWS ARTICLE

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The profession of UX/UI expert for eLearning

Who is and what does the User Experience (UX) and User Interface (UI) expert do in the eLearning sector?

In recent years, the eLearning sector has seen enormous growth. This has led to the emergence of new professional roles, including that of User Experience (UX) and User Interface (UI) expert. But who is and what does a User Experience (UX) and User Interface (UI) expert do? In this article, we will explore in detail the role of this professional in the online training sector.

Who is the UX/UI expert for eLearning?

The User Experience (UX) and User Interface (UI) expert in the eLearning training sector is a professional who is responsible for **designing and developing eLearning platforms** so that users can access learning content in an easy, intuitive and engaging way.

The eLearning UX/UI expert is a highly specialised professional whose goal is to make online learning more effective, engaging and usable for learners. This professional is able to understand users' needs and design customised eLearning platforms to meet their specific requirements.

What skills does the UX/UI expert for eLearning have?

The UX/UI expert for eLearning training possesses a set of skills that enable him/her to do his/her job effectively. The main skills include:

- Knowledge of design thinking and UX methodology;
- Knowledge of UI design principles and best practices;
- Ability to analyse and understand user needs;
- Excellent communication and problem solving skills;
- Knowledge of design and prototyping tools and software;
- Knowledge of the principles of design and development of eLearning platforms;
- Knowledge of the principles of cognitive and learning psychology;
- Knowledge of the principles of human-computer interaction.

What is the training of the UX/UI expert for eLearning?

The UX/UI expert for eLearning has a highly specialised and multidisciplinary background. Usually, these professionals have a degree in design, computer science, communication or related disciplines. In addition, many UX/UI experts have attended specialisation or continuous training courses to acquire specific skills in eLearning.

What are the types of activities carried out by the UX/UI expert for eLearning training?

The UX/UI expert for eLearning training performs various activities, including:

Analysis of user needs and project requirements

Analysing user needs and project requirements provides an in-depth understanding of the needs of online course users and identifies the functional and non-functional requirements to be met.

Design of eLearning platforms, graphical interfaces and functionalities

The design of eLearning platforms, graphical user interfaces and functionalities is crucial for translating the identified requirements into effective UX/UI solutions.

Prototyping and testing of designed solutions

Prototyping and testing of the designed solutions is a crucial moment in the development process, where the UX/UI expert verifies the effectiveness of the designed solutions and adapts them to the users' needs, through the use of usability testing and analysis methodologies.

Evaluation of the usability and user experience of eLearning platforms

The evaluation of the usability and user experience of eLearning platforms is an activity that allows the UX/UI expert to measure the effectiveness of the designed solutions and to identify any critical issues or problems that need to be resolved in order to improve the user experience.

Coordination with other members of the development team for the integration of UX/UI solutions into eLearning platforms

Coordination with other members of the development team is an activity that requires the ability to work as a team and to collaborate with professionals from different areas of expertise in order to ensure the integration of UX/UI solutions into eLearning platforms in a coherent and functional manner.

Advice on the choice of the most suitable tools and technologies for the project and for the creation of effective UX/UI solutions

Consultancy on the choice of the most suitable tools and technologies for the project is an activity that requires knowledge of the technologies available on the market and their potential, in order to identify the most effective solutions suited to the project requirements.

Training and support to end users on the correct use of eLearning platforms and their UX/UI functionalities

Training and support to end users represent a fundamental activity to guarantee the effectiveness of the UX/UI solutions implemented and the correct use of eLearning platforms by end users.