



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

People And Design Interaction Assessment And Analysis Training

Culture and Arts / Visual Arts

Unit Standard 115151 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips participants with the skills to assess and analyze the interaction between people and design in various contexts. It focuses on understanding user needs, evaluating design effectiveness, and applying principles of human-computer interaction to improve product usability and user experience.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	115151
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of human-computer interaction to evaluate design interfaces.
- Analyze user behavior and feedback to identify design strengths and weaknesses.
- Evaluate the effectiveness of design solutions in meeting user needs.
- Design assessment criteria and methods for measuring interaction quality.
- Implement analysis techniques to derive actionable insights from user data.
- Demonstrate the ability to recommend design improvements based on assessment findings.

WHO SHOULD ATTEND

- This course is ideal for UX researchers, designers, product managers, and anyone involved in the design and evaluation of interactive systems who needs to assess how people interact with designs.

COURSE OUTLINE

Day 1: Foundations of People-Design Interaction

- Introduction to people-design interaction: definitions and scope.
- Historical context and evolution of human-computer interaction (HCI).
- Key theories: affordances, signifiers, mental models, and feedback.
- Overview of usability, UX, and accessibility principles.
- The role of assessment and analysis in design improvement.

Day 2: User Research Methods and Data Collection

- Qualitative methods: interviews, focus groups, contextual inquiry.
- Quantitative methods: surveys, analytics, A/B testing.
- Observational techniques and diary studies.
- Ethical considerations in user research (informed consent, privacy).
- Data collection tools and documentation practices.

Day 3: Analysing User Behaviour and Needs

- Data analysis techniques: thematic analysis, coding, and pattern recognition.
- Developing user personas: demographics, goals, and behaviours.
- Empathy mapping to understand user emotions and motivations.
- User journey mapping: touchpoints, channels, and moments of truth.
- Affinity diagramming and prioritisation frameworks.

Day 4: Evaluating Usability and Accessibility

- Heuristic evaluation: Nielsen's heuristics and how to apply them.
- Usability testing: planning, moderating, and observing sessions.
- Accessibility evaluation: WCAG principles (perceivable, operable, understandable, robust).
- Assistive technologies and inclusive design considerations.
- Reporting findings: issue logs, severity ratings, and recommendations.

Day 5: Interaction Design Principles and Prototyping

- Interaction design principles: consistency, visibility, feedback, constraints.
- Information architecture: organisation, labelling, navigation, search.
- Low-fidelity prototyping: sketches, wireframes, paper prototypes.
- High-fidelity prototyping: tools (Figma, Sketch), interactive mockups.
- Iterative design cycle: prototype, test, refine.

Day 6: Advanced Analysis and Metrics

- Key metrics: task success, error rates, time on task, satisfaction scores.
- Analytics tools: Google Analytics, heatmaps, session recordings.
- Combining qualitative and quantitative data for triangulation.
- Root cause analysis of interaction problems.
- Presenting insights: dashboards, reports, and data visualisation.

Day 7: Practical Integration and Assessment

- Capstone project: end-to-end interaction assessment.
- Planning and scoping an assessment: objectives, methods, timeline.
- Conducting the assessment: research, analysis, evaluation, prototyping.
- Compiling a professional report: executive summary, findings, recommendations.

- Peer review and feedback session.
- Action planning for ongoing interaction improvement.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 22,800.00	R 22,800.00
1	In-House	R 29,600.00	R 29,600.00
1	On-Campus (Pretoria)	R 34,100.00	R 34,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
01 Sep 2026	09 Sep 2026	On-Campus	Bangkok, Thailand
02 Sep 2026	10 Sep 2026	On-Campus	Victoria Falls, Zimbabwe
03 Sep 2026	11 Sep 2026	On-Campus	London, UK
04 Sep 2026	14 Sep 2026	On-Campus	Lusaka, Zambia
04 Sep 2026	14 Sep 2026	On-Campus	Shenzhen, China
07 Sep 2026	15 Sep 2026	On-Campus	Dubai, UAE
08 Sep 2026	16 Sep 2026	On-Campus	Lusaka, Zambia
08 Sep 2026	16 Sep 2026	On-Campus	Accra, Ghana

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 115151) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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