

# CUSTOMER EXPERIENCE DESIGN

CED

*Customer Experience Design* textbook provides students with the foundational knowledge and skills for a career in CX design.

Through this textbook, students will learn how to design, implement, and optimize compelling customer experiences in both online and offline contexts.



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Chapter Titles	Content Hours	Chapter Learning Outcomes	Course Knowledge
DESIGN FUNDAMENTALS	6	Students will learn the basic principles of CX design and explore how those principles can be applied to modern businesses.	<ul style="list-style-type: none"> <li>• Design principles</li> <li>• UX/UI</li> <li>• Touchpoint mapping Customer Journey</li> <li>• Buyer funnel optimization Design strategies</li> <li>•</li> </ul>
AUDIENCE TARGETING	6	Students will explore tools and strategies for finding and connecting with their target audiences.	
CUSTOMER JOURNEYS AND EXPERIENCES	6	Students will learn about the stages of the customer journey and consider how to design an engaging customer experience at each stage of the journey.	
ONLINE AND OFFLINE TOUCHPOINTS	6	Students will consider a wide range of online and offline touchpoints. They will learn how to design and implement an enjoyable customer experience in both online and offline contexts.	
THE DESIGN PROCESS	6	Students will explore the process behind ideating, developing, implementing, and managing the customer experience.	
ACCESSIBILITY AND INCLUSION	6	Students will learn the key principles of accessible and inclusive design, and learn how to implement these principles in online and offline customer experiences.	
AUTOMATION AND PERSONALIZED EXPERIENCES	6	Students will explore AI and other key automation technologies and learn how to create personalized customer experiences.	
ANALYTICS AND OPTIMIZATION	6	Students will learn tactics for measuring the impact of their CX designs, and consider how these measurements can be used to improve customer experiences.	
Extension Learning Activities	6	A number of optional activities, readings, and research tasks will be provided throughout the text to help supplement students' learning.	
Course Project	10	CX Strategy Development Project	
Exams and Evaluation	1		
Supplemental Content Recommendations			

### Course Skills

- Personalized marketing tools CRM email campaigns Landing page design
- Offline touchpoint design Accessibility audit
- Alt text best practices

Total available content hours  
**65 hours**

Prebuilt teacher PowerPoints are available for online delivery of each chapter. Teacher training videos and audio tutorials are available online for each chapter

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