

Coincent 3-Year Program in User Interface (UI) & User Experience (UX) Design Partnered by Worisgo

Year 1: Live Industrial Training – Build Your Foundation

Gain hands-on industry exposure from day one with 2.5 months of live training in a professional environment. Learn the latest tools and technologies through skill-focused sessions, guided by expert mentors from the industry

UI & UX Design – Detailed Curriculum

Module 1: Introduction to UX & Embarking on the Journey

a) Introduction to UX:

Introduction to UI/UX Design

Understand what UI (User Interface) and UX (User Experience) mean, how they differ, and why they are critical in product development.

Know Your Instructor

Learn about the instructor's industry background and the real-world context they bring to the training.

Exploring CX, UX

Understand how UX fits into the broader scope of Customer Experience (CX), and how both contribute to business success.

Maslow's Hierarchy of Needs

Study this psychological theory to understand user motivation and how to design experiences that fulfill user needs at every level.

Product-Service Pyramid

Learn how physical products, digital services, and user support interact to form a complete user experience.

b) Embarking on the Journey:**Building a Team & Concepts**

Explore team roles (e.g., UI designer, UX researcher, product owner) and collaboration models in a typical design process.

Learning Business Models

Understand various business models (B2B, B2C, SaaS, etc.) and how design decisions align with business objectives.

Stakeholder Interviews

Learn to gather insights from product owners, marketers, and developers to align on design goals.

Design Strategy

Create design strategies that align user needs with business and technical constraints.

Competitive Analysis

Analyze competing products to find design gaps, improve usability, and differentiate your product.

Module 2: Teams & Figma Introduction | Planning & Defining**a. Teams & Figma Introduction:****Team Concept Presentation**

Present your team structure and project idea, fostering collaboration and clarity.

Introduction to FigJam

Use FigJam (a digital whiteboard) for brainstorming, organizing ideas, and planning user journeys.

Qualitative & Quantitative User Research

Understand how to collect data through interviews, surveys, and observations to inform design.

Interviews

Learn to conduct in-depth, personal interviews with users to uncover their pain points and preferences.

Building Rapport

Develop trust with interviewees to ensure honest and insightful feedback.

Documentation of Interview Data

Convert raw interview responses into usable insights for personas and empathy maps.

b. Planning & Defining:**Creating Persona & Empathy Map**

Build fictional user personas that represent real user types, and empathy maps that illustrate their thoughts, feelings, and needs.

Journey Map

Chart a user's end-to-end experience with a product or service to identify friction points.

User Flow & Task Flow

Create visual representations of the steps a user takes to complete a task (task flow) and how they move through the app or website (user flow).

Information Architecture (IA)

Organize and label content so users can find what they need easily.

Card Sorting (Low & High Level)

Use this user testing method to design or improve the IA by understanding how users categorize information.

Module 3: The Start of Sketching**Wireframing**

Draw basic layouts (paper or digital) to establish the structure of your interface before adding colors or images.

Understanding Navigation System

Design menus, tabs, and navigational components for seamless user journeys.

Low-Fidelity or Rapid Wireframing

Quickly sketch screens to iterate fast and gather early feedback without getting bogged down in visual details.

Documenting Wireframes

Record your wireframes with annotations to explain functionality and design logic.

Introduction to HIG & Material Design

Study Apple's Human Interface Guidelines and Google's Material Design for platform-consistent UI development.

Wireframing Using iOS Guidelines

Apply Apple's design principles to ensure a native feel in iOS apps.

Module 4: Colors & Typography**Color Theory**

Learn how to choose and combine colors that evoke the right emotions and create hierarchy.

Typography

Understand typefaces, font pairings, spacing, and readability principles.

Material Design Standards

Apply standardized design elements from Google's Material Design for consistent look and feel.

Mood Board Creation

Assemble a visual board of styles, colors, and images to establish a creative direction.

Creating Components & Variants

Use Figma to design reusable elements like buttons, forms, and create their multiple states (hover, click, disabled, etc.).

Module 5: Get, Set & Design**Design System**

Build a library of UI elements, styles, and rules to maintain consistency across the product.

UI Replication & Practice

Recreate interfaces of popular apps/websites to practice layout, alignment, and spacing.

UI Review

Present your UI to peers or mentors for feedback and iterative improvement.

Module 6: Android & iOS

Understanding Android

Learn Android design components like Material You, bottom sheets, navigation drawers, and FABs.

Understanding iOS

Explore iOS design elements such as tab bars, navigation stacks, and gesture-driven interfaces.

Module 7: Introduction to Website Design

Static vs. Dynamic Websites

Understand the difference between simple HTML/CSS-based websites and those with backend databases and dynamic content.

Grid System

Use column-based grid layouts to structure responsive designs effectively.

Designing Responsive Websites

Create layouts that adapt across devices (desktop, tablet, mobile).

Website Review

Conduct peer reviews or case studies on website usability and visual hierarchy.

Module 8: Design Handoff

Prototyping

Create clickable prototypes in Figma that simulate user interaction.

Auto Layout

Use Figma's auto-layout feature to make components adaptable and scalable.

Developer Handoff

Export specs, styles, and assets for developers, and learn how to communicate design intent clearly.

Year 2: Real-Time Projects – Apply What You’ve Learned

Transform your knowledge into real-world experience by working on 8 industry-level projects that build your technical and professional skills. Each project enhances your portfolio, strengthening your resume and showcasing your practical abilities. You'll also collaborate in teams, gaining valuable experience in communication, teamwork, and project management—just like in a real work environment.

PROJECTS

Project Title: "MediConnect" – A Patient-Centric Healthcare Service Platform

Project Brief:

Design a cross-platform healthcare service app, MediConnect, that connects patients with doctors, labs, mental health experts, and pharmacies in one unified experience. The platform should cater to both urban and semi-urban users, including first-time digital adopters.

Project Title: “CommuteEase” – A Smart Urban Mobility App

Project Brief:

Design a multi-modal transport app that helps daily commuters in metro cities plan, combine, and optimize their journeys using buses, metro, ride-share, and walking—based on time, cost, and environmental impact. The platform should serve both experienced city commuters and newcomers.

Project Title: “FocusMate” – A Distraction-Free Productivity App for Students

Project Brief:

Design a minimal and efficient iOS productivity app** that helps students and freelancers focus on tasks, block distractions, track time, and manage their schedules—all while adhering to iOS Human Interface Guidelines (HIG). The app should feel native, fast, and distraction-free.

Project Title: “Cultured” – A Digital Magazine for Global Arts & Culture**Project Brief:**

Design the visual system and interface for “Cultured,” a web and mobile digital magazine that features articles, photography, and interviews across global art, design, film, and fashion. The goal is to create a distinctive, emotionally resonant visual identity that enhances storytelling and content engagement.

Project Title: “ShopSphere” – Building a Scalable E-Commerce Design System**Project Brief:**

Design a scalable, reusable UI design system for an e-commerce web platform called ShopSphere, which serves both small retailers and large brands. Begin by replicating parts of well-known UI patterns (e.g., Amazon, Zara, or Apple Store), then build your own system based on your observations, and finally conduct UI reviews to refine and validate your components.

Project Title: Cross-Platform Mobile App UX Redesign – “HealthMate Pro”**Project Objective:**

Redesign the user experience and interface of a health tracking app for both Android and iOS, following platform-specific design paradigms. The goal is to create two native-feeling interfaces that serve the same functionality but are tailored to their respective ecosystems.

Project Title: “Responsive Portfolio & Blog Website for a Creative Professional”**Project Goal:**

Design and prototype a responsive portfolio website for a creative professional (e.g., designer, photographer, developer) that includes a blog section. The site should use a strong grid system, balance static and dynamic content, and demonstrate high-level responsiveness across devices.

Project Title: "Smart Finance App – Budgeting & Expense Tracker (Mobile-First UI Design)"

Project Goal:

Design a mobile-first budgeting and expense tracker app for personal finance management. The project should demonstrate professional-level prototyping, advanced auto layout usage in Figma (or equivalent), and a clean developer handoff process.

Year 3 – Placement & Internship Phase:

In the 3rd year of Coincent's program, students are guaranteed an internship with partner companies, complete with a formal Internship Offer Letter and a Completion Certificate upon successful completion. This internship is a complimentary part of the 3-Year "Industrial Training + Internship" model, which also includes live classes, expert mentorship, and hands-on project work. This phase bridges academic learning with real-world application, providing students with valuable professional exposure before graduation.

Coincent also offers structured placement preparation to ensure students are job-ready. This includes portfolio building through 8 real-time projects, certifications aligned with Microsoft standards, and dedicated training for interviews. From mock interviews to resume reviews and HR/technical round prep, every element is designed to transition students from classroom learning to career success. By the 4th year, students are equipped not just with knowledge, but with experience, credentials, and confidence to enter the workforce.