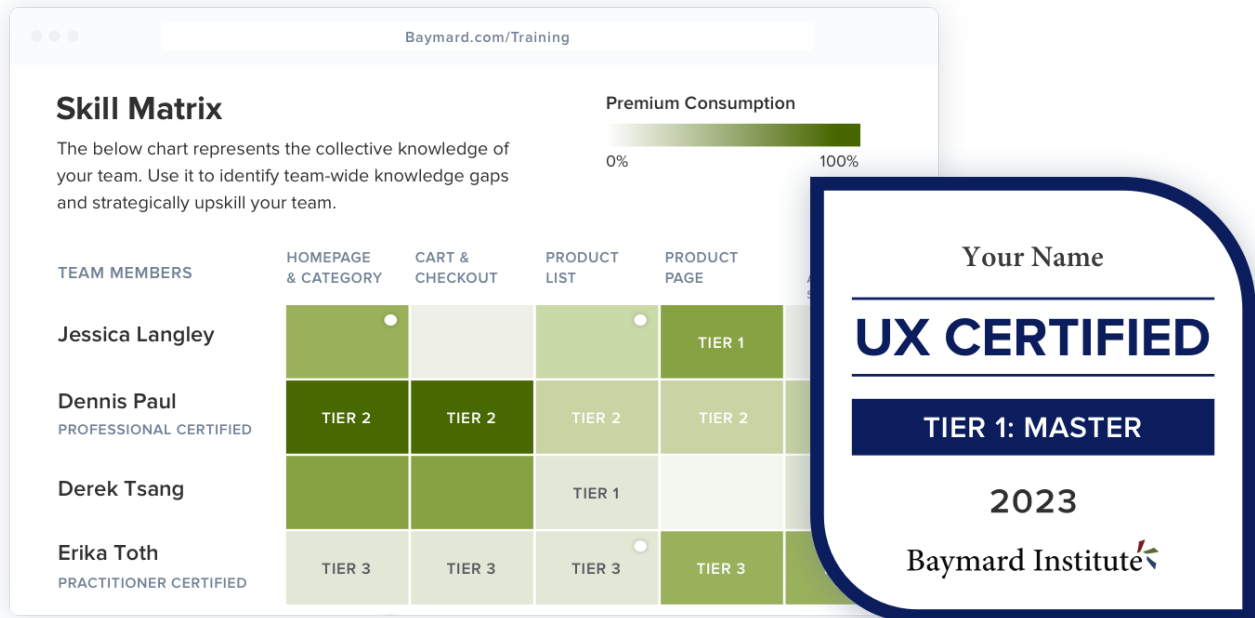# UX Training for Your Whole Team

Applied learning that actually sticks, for the cost of a conference ticket. Baymard Institute offers the best e-commerce UX training available.

- ✅ **Research-based courses** — all training programs are based on Baymard's 110,000+ hours of UX research. Ensuring your team gets trained on large-scale user behavior & UX research findings - instead of second-hand interpretations.

- ✅ **100% remote & self-paced** — scale upskilling efforts up and down to match individual availability and organizational bandwidth. There are 3 degrees and 18 courses to pick from.

Upskill UXers & Non-UXers Alike

There are 3x skill & duration levels to match all UX backgrounds and ambitions, from the uninitiated to the veteran:

Tier 3: UX Practitioner

Recommended for employees who have little UX experience or work in non-UX roles - and want a basic understanding of ecommerce UX (think "UX bootcamp"). Takes 40 hours.

Tier 2: UX Professional

Recommended for those who work professionally with ecommerce UX (or want to). Takes 80 hours.

Tier 1: UX Master

Recommended for senior UXer (or those who want to become one) and aspire to be among "top 5%" of e-commerce UXers in the world. Takes 120 hours.

Create a UX skill floor — build a UX-fluent organization by familiarizing devs, content managers, SEOs, marketers, PMs, etc. with the basics of UX.

Cultivate a world-class UX team — elevate your UX veterans with the 'UX Master' courses, and provide clear learning pathways for more junior UXers.

Guest lecturers — go beyond Baymard's 110,000+ hours of research with special workshops from Google, Brad Frost, and more.
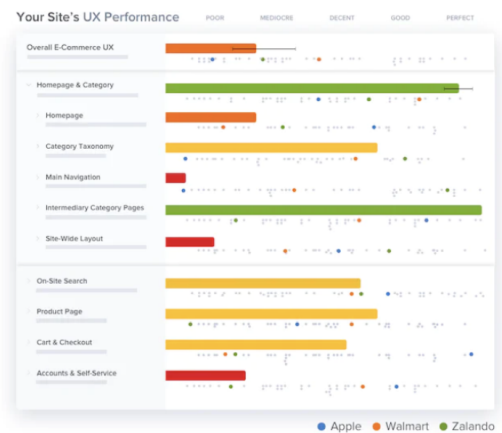
Exams & UX Certifications

3 UX certification levels with 6 exams each, to validate, document, and incentivize employee growth.

Attract customers and talent — broadcast your organization's UX commitment with UX certification for your team. Each employee qualifies for a public profile at baymard.com/certified (optional). Formal UX certification helps drive employee adoption and engagement.

Applied Learning that Sticks

Trainees continuously put their learnings into practice by incrementally rating your own site/app, using the key principles learned in the course.

Scorecard deliverable — after training, the trainees have created a detailed UX performance scorecard of your site - ready to share with your team. The scorecard provides tangible insight into your site and allows for a direct (confidential) UX performance comparison to the world's 200+ leading sites & brands.

UX Degrees for Your Team - at the Cost of a Conference Ticket

A seat gives access to all 18 courses & 3 degrees, all levels of UX certifications, and guest lecture workshops.

- ✅ Seats cost just USD 300 / year.
- ✅ Add and remove seats yourself, at any time.
- ✅ Easy seat rotation + add seats at a prorated cost.

Buy seats for your team:

- If you already have a Baymard Premium sign-in: buy seats here
- If you don't have a sign-in; ask whoever sent you this PDF or email support@baymard.com

For questions, contact support@baymard.com or book a meeting

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."

Semion Lapin   UX Designer at Deloitte Digital

BED BATH &
BEYOND

"Absolutely superb training! I'm genuinely impressed with how much I learned in 5 days. I would highly recommend this training to anyone who wants to learn how to create state of art e-commerce user experiences."

Duygu Kalaycioglu   Senior UX Designer at Bed Bath & Beyond