

UX-PM, level 1: UX execution, certification

User eXperience for Project Managers

Hands-on course of 2 days - 14h

Ref.: UXP - Price 2024: CHF1 890 (excl. taxes)

EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Understand the key concepts of user experience (UX)

Understand the purpose of UX and promote the approach in your organization

Apply the UX approach in a digital design project

Know simple methods and tools to integrate UX design in your digital projects

Prepare for and take the UX-PM Level 1 exam

CERTIFICATION

The exam lasts one hour and is a written test in French, in the form of 25 multiple-choice questions: Pass if the mark is higher than 14 points.

THE PROGRAMME

last updated: 06/2022

1) Understand the user experience

- Definitions: ISO, Don Norman, etc.
- Common misconceptions.
- Critical factors and a multi-channel ecosystem.
- Defining UX depending on the other person.

Group discussion : Getting-to-know game: General knowledge of the participants in relation to UX. Discussion on the importance of context and human factors.

Main obstacles and risks without a UX approach.

2) Taking human factors into account

- Cognitive limits of humans: perception, learning and memory.
- Ergonomics and UX: the art of reconciling utility, usability and pleasure.
- The importance of emotions: socio-cultural factors, emotional design, empathy.
- The representation of emotions.

Exercise : Association of UX components in a pyramid view. Collective creation of an empathy map and an experience map.

3) The UX approach: expected benefits in digital

- Benefits of UX, some key figures.
- The principles of a good UX approach on a project.
- Promote the UX approach in digital projects within the company.

Group discussion : Excerpt from a user test. Group discussion on the UX maturity of companies.

4) The UX toolbox

- A user-centric approach to design.
- Overview of the methodological tools for each phase of a project.
- Review of UX activities at each stage of the project.
- Who does what, when and how to involve users?

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- Usability testing and viewing of eye-tracking videos.

Hands-on work : Testimony on the benefits of hosting a focus group at the beginning of the project. Group creation of a user profile and user scenarios.

5) Taking the certification exam

- Presentation of the course of the test (timing, authorized documents, etc.).

Exam : Taking the UX-PM1 certification exam in French language. Delivery of individual certificates.

DATES

REMOTE CLASS

2024 : 09 Sep, 18 Nov