# orsys TRAINING

# UX-PM, level 1: UX execution, certification
## User eXperience for Project Managers

*Hands-on course of 2 days - 14h*
*Ref.: UXP - Price 2025: 1 930 (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: 07/2024

## 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?

- 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
2025 : 11 sept., 17 nov.