

Course : User Experience, state of the art and trends in ergonomics and HMI

optional DiGiTT® remote certification
Seminar - 2d - 14h00 - Ref. IUT
Price : 2170 CHF E.T.

★★★★★ 5 / 5

After analyzing the stakes and identifying the return on investment linked to User Experience (UX) and interfaces in the digital age, this seminar presents the main trends to follow, such as emotional design, gamification, Serious Games, Wearable Computing, augmented reality and eye-guided interfaces.

Teaching objectives

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

- ✓ Measuring the stakes and ROI of a "user-centric" approach
- ✓ Understanding the evolution of technologies and innovation "centered on uses"
- ✓ Assess your organization's degree of UX maturity
- ✓ How to plan a "user-centered" intervention
- ✓ Understand current trends in man-machine interaction and technology use

Intended audience

Decision-makers, managers, marketing and IT executives.

Prerequisites

Good knowledge of information system components.

Course schedule

PARTICIPANTS

Decision-makers, managers, marketing and IT executives.

PREREQUISITES

Good knowledge of information system components.

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.

1 Introduction: context, definitions and challenges

- The IT market and the need for ergonomics.
- The first steps in ergonomics: from Taylorism to workstations and the military.
- From "Human Factors" to "Human Actors": putting the user at the heart of the process.
- User Experience: present and future of the discipline, professional profiles, skills and qualifications.
- User Experience and Design: similarities and differences.
- User Experience and Marketing: similarities and differences.
- ISO 9241: the reference framework in terms of approach and metrics.
- Who is the "consumer" of technology today? And tomorrow? Generation Y and digital natives.
- The impact of technology on our daily lives: the Internet, Smartphones, social networks and video games.
- How can we identify the target population for an IT product? User modeling techniques.

2 Understanding innovation, anticipating tomorrow's uses

- From technology-driven innovation to user-driven innovation.
- Examples of successful and unsuccessful innovations: analysis in terms of uses.
- Re-establish the Artefact-Task cycle: put people back at the heart of the process, rationalize the evolution of IT products.
- Convincing a customer to innovate: the ROI of the User Experience from BtoB to BtoC.
- Assessing an organization's UX maturity: are you ready to take the plunge?
- Innovation and reluctance to change: how to overcome them with UX?
- Putting the user in the loop: design thinking.
- Use Cases and examples of innovation as part of a "user-centered" approach.

3 The evolution of man-machine interfaces: where are we heading?

- From skeuomorphism to flat design: graphic trends in interfaces.
- Web 1.0/Web 2.0: what's changing in terms of display and man-machine interaction.
- Web for all: Web accessibility issues and standards in force in France and abroad.
- From Apple to Google: material design.
- Designing for mobile: mobile first or mobile only? Responsive sites or native applications?
- Web 3.0: from the Semantic Web to the Internet of Things, what's in store for the near future?
- From GUI (Graphical User Interfaces) to NUI (Natural User Interfaces): gestural interaction (leapmotion, kinect...).
- From GUI (Graphical User Interfaces) to NUI (Natural User Interfaces): voice interaction (Siri, OK Google...).
- Artificial intelligence and chatbots: what kind of UX?

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.

4 Trends of the digital age: tomorrow's technology and uses

- UX and Big Data: how to display and exploit this mass of information?
- Emotional Design: knowing how to touch the user to become unforgettable.
- Persuasive Design: effective communication to convince.
- Gamification and Serious Games: making interaction fun and immersive to boost learning and productivity.
- Virtual/Augmented Reality: technology and applications (Oculus Rift, Google Glass, holograms, smart cities...).
- Wearable Computing: when computers melt into our clothes and accessories. Body projections.
- Eye-tracking: controlling a computer with your eyes, between innovation and fear of [[Big Brother]].
- Brain-Computer Interaction, or control by thought: from the disabled environment to futuristic interactions.

5 Measuring the User Experience

- Key Performance Indicators: how to measure the ROI of an ergonomics intervention?
- B2B and B2C products: what are the differences in terms of User Experience and KPIs?
- Quick wins versus in-depth interventions.
- Measuring opinions and attitudes: methodology.
- Measuring behavior in the laboratory: user testing. Basic methods and cutting-edge techniques (eye tracking)
- Measuring behavior "in real life": analytics and bugs in code.
- Iterative approach and continuous UX improvement: the American model.
- Use Cases and examples of user research projects.
- Next Steps: appoint a UX champion in your company and set a course.

Options

Certification : 190€ HT

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

Dates and locations

REMOTE CLASS

2026 : 23 June, 29 Sep., 17 Nov.