

Course : UX-PM, level 3: UX leadership, certification

Practical course - 2d - 14h00 - Ref. UIX

Price : 2850 CHF E.T.

★★★★☆ 4,6 / 5

Teaching objectives

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

- ✓ Understand organizational UX maturity and how to improve it
- ✓ Develop internal and external UX skills
- ✓ Plan and integrate UX practices in a digital strategy context across multiple projects
- ✓ Maximize your UX investment at every stage of the project cycle
- ✓ Define key indicators and measurement tools related to UX
- ✓ Measure and communicate the influence of UX on operations, finances and loyalty

Certification

24 multiple-choice questions (1/2 hour): 20/30 points to pass.

Course schedule

1 Service Design

- Introduction to Service Design (SD), an extension of Design Thinking.
- Blueprint service, construction best practices.
- Service values: RATER model.
- Designing services, a holistic approach.
- Storyboarding to test the service offering.

Hands-on work

What is a product or service? From a given scenario, build a synthetic Blueprint: experience, touchpoints, interactions, actors, artifacts, processes, etc.

2 Accompanying change

- Service design, a transformation tool.
- Maturity Model: a multi-step roadmap for strategic change.
- Design Value Map.

PARTICIPANTS

PREREQUISITES

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.

3 Strengthening skills and capabilities

- Complementary skills.
- Recruit and build your UX team.
- Basic UX design skills.
- Implementing new skills.

Hands-on work

Based on the project studied, what core competencies should be recruited? What additional expertise can be found? What are the differences or impact of each skill on the project?

4 Creativity and problem solving

- Co-creation activities.
- Design: divergent or convergent thinking?
- Prototyping sprints (getting it wrong early).

Hands-on work

Ideation techniques.

5 Examples of techniques and group exercises: Crazy Eight, RICE,

SCAMPER.

- Design Sprint from Google.
- Case study
- Reflection on design: divergent or convergent thinking. Defining UX objectives using the HMW formula. Group brainstorming to improve a service.

Hands-on work

Characteristics of a UX brief.

6 The challenges of the UX brief and its target.

- Characteristics of a well-formulated UX objective.
- Hands-on work
- Search for missing elements in a brief, and proposing complements.
- Collaboration in design
- Collaboration and participatory design.
- Stimulating collaboration, the "War Room".
- Plan a workshop.

Case study

Collaborative exercise, "Marshmallow challenge".

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.

7 Measuring experience

- Key Experience Indicators (KEI).
- Measuring UX in context and over time.
- Google HEART, automated tools.
- UX quality assurance.
- Measuring usability and UX.
- Measuring the customer experience (CX).
- Performance, efficiency, profitability.

Hands-on work

From a scenario, identify the project UX objectives and proposing KEI.

8 UX benefits, taking the exam.

- Investing in UX.
- Evolving UX knowledge within the organization.
- Debriefing, questions.

Exam

Taking the UX-PM3 certification exam.

Dates and locations

REMOTE CLASS

2026 : 22 June, 22 June, 5 Oct., 5 Oct., 19 Nov.,
19 Nov.