

Course : User research, measuring the user experience

Practical course - 3d - 21h00 - Ref. UXR

Price : 2270 CHF E.T.

Providing a pleasant and effective user experience (UX) is an essential business challenge today. To achieve this, it is essential to gather data in the field before designing. This training course will help you understand the challenges of user research (UXR) when designing a digital product or service.

Teaching objectives

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

- ✓ Understanding the purpose and principles of user research
- ✓ Identify the main qualitative and quantitative techniques used upstream of a project (questionnaires, interviews, focus groups, etc.)
- ✓ Identify the main downstream user testing techniques (moderated and unmoderated testing, logbook, eye tracking, etc.).
- ✓ Finalize key upstream research deliverables
- ✓ Develop a test plan (variables, modalities, objectives, hypotheses, etc.)
- ✓ Identify and describe key user experience metrics

Intended audience

Anyone in charge of UX/UI issues for a digital project, who may interact with end-users.

Prerequisites

Good knowledge of HMI ergonomic principles.

Practical details

Hands-on work

Audiovisual aids, documentation and course support, practical application exercises and answer keys.

Course schedule

PARTICIPANTS

Anyone in charge of UX/UI issues for a digital project, who may interact with end-users.

PREREQUISITES

Good knowledge of HMI ergonomic principles.

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: why measure UX?

- UX issues in digital projects.
- ROI of the UX approach.
- Objective and subjective measurements.

Storyboarding workshops

2 Upstream user research

- The challenges of user modeling.
- Observational approach: ethnography, fly on the wall...
- Declarative approach: qualitative techniques (interviews, focus groups, etc.)
- Declarative approach: quantitative techniques (questionnaires)
- Design with users: workshops, card sorting...
- The evaluator's posture: practical advice.
- Data analysis: synoptic tables and task trees.
- Deliverables: personas and experience map.

Hands-on work

Drafting of a user interview guide, interviews, formalization of a persona sheet and an experience map.

3 Downstream user research

- The difference between auditing and user testing.
- Moderate and non-moderate tests: advantages and disadvantages.
- Testing tools and platforms.
- Test protocol: objectives, hypotheses and metrics.
- Specific techniques: the logbook.
- Specific techniques: eye tracking.
- UX metrics: effectiveness, efficiency, satisfaction, acceptability, accessibility...
- Data analysis and drafting of recommendations.
- To find out more: atomic research and UX repository.

Hands-on work

Develop test protocols, carry out test runs, analyze data and present results.

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.

Dates and locations

REMOTE CLASS

2026 : 13 Apr., 29 June, 5 Oct.