Course : Campus Atlas - UX design and website ergonomics

Practical course - 3d - 21h00 - Ref. UXA
Price : 2150 CHF E.T.

NEW

On completion of the course, participants will be able to design or improve a website to optimize the user experience. This training program is intended for employees of professional branches covered by the OPCO Atlas.

Teaching objectives

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

- Understand the key concepts of website ergonomics
- Understanding user search methods
- Design and organize information for an optimal experience in compliance with standards
- Optimize the user experience and site navigation
- Improving website accessibility

Intended audience

Pour les adhérents à l'OPCO Atlas : webmasters, webdesigners, chefs de projet digitaux, graphistes, concepteurs de sites web…

Prerequisites

Good computer and Internet skills.

Practical details

Teaching methods

To optimize the learning experience, e-learning modules can be provided before and after the classroom session or virtual class, at the participant's request.

Course schedule

PARTICIPANTS

Pour les adhérents à l'OPCO Atlas : webmasters, webdesigners, chefs de projet digitaux, graphistes, concepteurs de sites web…

PREREQUISITES

Good computer and Internet skills.

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 HTML and CSS, building modern, semantic websites - Content digital learning pre-training

- HTML basics.
- Structure and organize an HTML page.
- Formatting HTML with CSS.
- Use semantic HTML.
- Create HTML forms.

Digital activities

This online course teaches the basics of HTML and CSS for designing modern websites. Participants will see how to structure a page with text, media and interactive elements, use id and class attributes, and create a first stylesheet. The course also covers semantic HTML and the new features of HTML5, before concluding with the creation of a complete and functional contact form.

2 Definitions: what is ergonomics? And UX design?

- Defining ergonomics and user experience.
- Why do we need ergonomists?
- The role of ergonomics. Ergonomics and innovation.
- Ergonomics at the crossroads of several disciplines.
- The fundamentals: cognitive and organizational psychology, communication and the sociology of usage.
- Human information processing.
- Use cases with commentary.

Hands-on work

Use cases discussed with participants.

3 Ergonomics in the development cycle

- The V-design cycle.
- Types of intervention, design or correction.
- Return on investment in ergonomics.
- In-depth ergonomics. Design and structuring.
- Overview of different ergonomics methods.
- Surface ergonomics, presentation, comfort.
- Integrating an ergonomist into an IT company: what skills, what role.
- ISO 9241-210 usability standards: defining effectiveness, efficiency and satisfaction.
- Ergonomics in the context of Agile and iterative methods.
- B-to-B and B-to-C interfaces: what are the differences in terms of ergonomics and interface issues?
- Thin client and web technologies: what are the differences in terms of ergonomics?
- Laying the foundations of the project: different frameworks.

Hands-on work

Laying the foundations of the project: different frameworks.

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 Modeling software end-users

- ISO 9241-210 standard: modeling users, task and interaction context.
- What data to collect on users: anthropometric, sociological and psychological aspects.
- Taking account of users with special needs: inclusion and accessibility.
- Qualitative data collection: focus groups, interviews, field observations, etc.
- Quantitative data collection: surveys.
- Know the context of interaction with the future product.
- Formalize results: personas.
- Information architecture: what wording and organization?
- Card sorting.

Hands-on work

Construction of proto personas for a typical project proposed to participants.

5 Ideation and conception: design thinking

- User experience at the heart of digital transition strategy.
- Ergonomics and change management.
- Innovation "technology driven" and "user driven".
- Workshops MOA and MUE: what are the differences?
- The double diamond model of service design.
- Design thinking techniques (Chinese portrait, experience map, user journey, mood board...).

Hands-on work

Planning a design thinking session for a typical project proposed to participants.

6 User-centered design for software development

- How to present information on the screen? Visual organization.
- Human learning. Gestalt laws.
- Readability of criteria.
- The colors. Use of images and icons.
- The basic principles of digital accessibility
- Manage window display and resizing.
- Menus, widgets, shortcuts.
- Fitts' law and Hick's law.
- Man-machine dialogues. Grice principles.
- Content, semantic aspects. Nielsen's maxims.
- The importance of a home screen or dashboard.
- Graphic design: skeuomorphism, flat design, material design.
- The specifics of mobile HMI: display and uses.
- Formalize user tasks and navigation with Xmind.
- Formalizing "as is" and "to be" scenarios: experience maps.

Hands-on work

Creation of experience maps "as is" and "to be" for a typical project proposed to participants.

7 Interface modeling

- Horizontal versus vertical layout.
- Low, medium and high fidelity.
- Main interface modeling tools.

Hands-on work
Creation of interface mock-ups for a typical project proposed to participants.

8 Audit of existing interfaces

- Ergonomic audit.
- Digital accessibility audit.
- User testing.
- Indirect data collection: analytics, A/B testing .

Hands-on work
Audit an existing interface using dedicated grids.

9 UX design and interface ergonomics - Post-training digital learning content

- What is UX design?
- Analysis of user needs.

Digital activities
This online course introduces the fundamentals of UX design and teaches how to create effective user experiences.

Dates and locations

REMOTE CLASS
2026 : 17 Mar., 23 June, 6 Oct., 8 Dec.