Course : Campus Atlas - UX design and ergonomics for tablets and smartphones

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

NEW

On completion of the course, participants will be able to design or improve a mobile interface 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 usability adapted to websites for tablets and smartphones
- Understanding user actions to optimize ergonomics (reading or interaction)
- Designing and organizing information for an optimal experience on mobile devices
- Optimize the user path, particularly with regard to posture
- Improve specific accessibility to mobile tools for consulting the website

Intended audience

For OPCO Atlas members: webmasters, web designers, digital project managers, graphic artists, web designers...

Prerequisites

Good computer and Internet skills.

Practical details

Hands-on work

Case studies and practical exercises.

Teaching methods

60% pratique – 40% théorie. Pour optimiser le parcours d'apprentissage, des modules e-learning peuvent être fournis avant et après la session présentielle ou la classe virtuelle, sur simple demande du participant.

PARTICIPANTS

For OPCO Atlas members: webmasters, web designers, digital project managers, graphic artists, web designers...

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.

Course schedule

1 UX design and interface ergonomics - Pre-training digital learning content

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

Digital activities

his online course introduces the fundamentals of UX design and teaches how to design effective user experiences. Participants will understand the principles of ergonomics, the approach and the benefits of user-centered design.

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.
- Commented use cases for mobile interfaces.

Storyboarding workshops

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.
- From WIMP (Windows, Icons, Menus, Pointers) interaction to touch.
- Mobile events (touch, multi-touch, drag, scroll, etc.).
- Impact of posture when interacting with an app on a smartphone or tablet.
- Laying the foundations of the project: different frameworks.

Hands-on work

Elevator pitch for a typical project proposed to participants.

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 mobile and touch interfaces

- How to present information on screen? Visual organization on small interfaces.
- Human learning. Gestalt laws.
- Readability of criteria.
- The colors. Use of images and icons.
- The basic principles of digital accessibility.
- Accessibility and smartphones: TalkBack and VoiceOver
- 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.
- Mobile technologies: what to choose between responsives, native apps and WPA?
- Exploit the richness of the mobile: gyroscope, accelerometer, calls...
- 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 smartphone or tablet 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 a smartphone or tablet interface using dedicated grids.

9 Synthesis and evaluation

- Input balance.
- Review of complementary tools and resources.
- Best practices to take you further.

Hands-on work
Final validation MCQ. Self-assessment of skills (pre/post comparison). Free discussion of specific projects or needs. Satisfaction questionnaire and presentation of certificates.

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

- Information architecture.

Digital activities
This online training course presents UX design techniques for creating a clear, fluid information architecture for users.

Dates and locations

REMOTE CLASS
2026 : 10 Mar., 16 June, 29 Sep., 1 Dec.