

# UX-PM, level 2: UX execution, certification

## UX execution

Hands-on course of 2 days - 14h

Ref.: USX - Price 2024: €2 190 (excl. taxes)

### EDUCATIONAL OBJECTIVES

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

Choose and implement the right evaluation method

Carry out the scoping of a project using the user-centered method

Choose the right tool or method to study users in the right context

Prepare for and take the UX-PM Level 2 exam

Properly integrate UX activities and follow through during the development phase

Describe for each persona created a storyboard by drawing the situation described and the emotion experienced

### CASE STUDY

Throughout the course, participants work on the development of a common thread project.

### CERTIFICATION

24 multiple-choice questions (1/2 hour): 20/29 points to pass.

### 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.

### 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](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

## THE PROGRAMME

last updated: 06/2022

### 1) The UX approach

- Refreshers about the UX approach.
- The three voices (user, business and market).
- UX toolbox, the four phases (discover, define, develop, deploy).

*Storyboarding workshops*: Presentation of a case study

### 2) UX strategy and scoping workshops

- Specify the project's outline, define its conditions for success.
- Diagnose the issues and prospects for the product or service to be created.
- Understand users, collect stakeholder requirements.
- Tools for co-constructing a vision: Make me unique, Value Proposition Canvas, SWOT, Warm Up.
- UX Benchmarking, best practices.

*Hands-on work*: Group workshops: stakeholder interviews, Make me unique, Value Proposition Canvas.

### 3) UX design

- Information architecture: card sorting, tree test.
- Mock-up, interactive prototyping: wireframing, low and high definition, Responsive Web Design.
- Graphic and interaction design: Emotional Design, Atomic Design.
- Storyboarding: staging the user experience.
- Ideation workshops.

*Storyboarding workshops*: Gathering all the needs and organize them.

#### 4) Hands-on work

- Describe for each persona a storyboard by drawing the situation described in the scenario, the emotion experienced, and a preview of some screens.
- User study
- When to use user research or market research?
- Observing, interviewing, understanding users: exploratory research.
- Examples of user studies.
- Developing personae.
- Experience map, the user's point of view.

*Hands-on work : Which tool or method to choose?*

#### 5) Taking the certification exam

- Presentation of the course of the test (timing, authorized documents, etc.).
- Written test of the examination: Multiple-choice questions in French.
- UX-PM2 diploma ceremony.

#### 6) UX support during development and deployment

- Integrating UX activities during development (Agile).
- Validating the UX before launch.
- Documenting UX design activities for development teams (cascade).
- Monitoring the indicators defined in the UX strategy phase.

#### 7) Evaluation in project mode

- Evaluation methods: expert ergonomic audit, moderated and unmoderated user testing.
- Choosing the right method.
- Supervising user testing.

## DATES

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#### REMOTE CLASS

2025 : 17 Feb, 19 May, 07 Jul, 13 Oct