

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

Hands-on course of 2 days - 14h

Ref.: UIX - Price 2024: CHF2 550 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee 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.

## 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) 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.

### 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".

## 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

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REMOTE CLASS

2024 : 07 Nov