

The UX Research Specialization Training Course

31 May – 4 June 2027
Rome

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The UX Research Specialization Training Course

Ref: 36353_26240 **Date:** 31 May – 4 June 2027 **Location:** Rome **Fees:** 5700 Euro

Course Overview:

This course equips participants with the essential methods to apply UX research principles for effective, user-centered design. It covers key topics like the User Experience Lifecycle, UX Process Models, and Contextual Inquiry, teaching methods to identify user needs and integrate insights into the design process.

Modules on Work Activity Analysis and Design Informing Models help translate user feedback into actionable requirements. Advanced topics such as Mental Models, Embodied Interaction, and User Personas provide a holistic view of design.

Focusing on Prototyping Methods, Heuristic Evaluation, and UX Metrics, the training refines user interfaces while aligning with business objectives. Designed for anyone interested in enhancing user experience, the course includes practical applications, hands-on exercises, and real-world case studies.

Target Audience:

- UX Researchers
- Product Designers
- UX/UI Designers
- Product Managers
- Business Analysts
- Marketing Analysts.

Targeted Organizational Departments:

- Product Design
- Marketing
- Research & Development
- Customer Experience
- Information Technology

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Targeted Industries:

- Technology
- E-commerce
- Finance
- Healthcare
- Education
- Telecommunications.

Course Offerings:

By the end of this course, participants will be able to:

- Develop and implement a structured User Experience Lifecycle.
- Conduct Contextual Inquiry UX to gather meaningful user insights.
- Design Affinity Diagrams to organize and interpret UX Data Collection results.
- Construct Interaction Design Requirements and Design Informing Models.
- Apply Heuristic Evaluation UX and Rapid UX Evaluation for iterative improvement.
- Integrate UX Metrics and Goals into the product lifecycle to measure success.

Training Methodology:

This course uses interactive and practical learning to foster collaboration and participation. Real-world case studies illustrate effective UX Process Models and Design Production techniques. Participants will work on group projects about User Personas and Sketching UX Concepts for deeper understanding. Hands-on practice in Prototyping Methods will be complemented by feedback from instructors and peers. This practical approach allows participants to apply their learning immediately.

Course Toolbox:

- ebooks covering UX Practitioner Principles and Embodied Interaction concepts.
- Templates for Affinity Diagram UX, Wireframe Creation, and UX Style Guides.
- Checklists for UX Metrics and Goals tracking and Prototyping Methods selection.

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Course Agenda:

Day 1: Foundations of UX and Lifecycle Overview

- **Topic 1:** Guiding Principles for UX Practitioners
- **Topic 2:** Introduction to UX: Ubiquitous Interaction and Usability
- **Topic 3:** Transitioning from Usability to User Experience
- **Topic 4:** Emotional Impact in UX
- **Topic 5:** Developing a Business Case for UX
- **Topic 6:** Historical Roots of Usability and User-Centered Design
- **Reflection & Review:** Reflect on the evolution of UX and discuss how it applies to current user expectations.

Day 2: UX Process Lifecycle and Team Dynamics

- **Topic 1:** The Wheel: A Lifecycle Template for UX
- **Topic 2:** Selecting and Customizing UX Processes for Projects
- **Topic 3:** Complexity in UX Systems
- **Topic 4:** Building the User Interface Team
- **Topic 5:** Defining the Scope of UX within Teams
- **Topic 6:** Overview of UX Lifecycle Phases
- **Reflection & Review:** Group discussion on the lifecycle approach and roles within a UX team.

Day 3: Contextual Inquiry and Analysis

- **Topic 1:** Introduction to Contextual Inquiry
- **Topic 2:** Eliciting Work Activity Data: Concepts and Methods
- **Topic 3:** Emotional Aspects of Work Practices
- **Topic 4:** Abridged Contextual Inquiry Techniques
- **Topic 5:** Introduction to Contextual Analysis
- **Topic 6:** Organizing Data with Work Roles and Flow Models
- **Reflection & Review:** Analyze real-world examples of contextual inquiry and its impact on design decisions.

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Day 4: Ideation and Requirements Definition

- **Topic 1:** Extracting Interaction Design Requirements
- **Topic 2:** Formal Methods for Requirements Extraction
- **Topic 3:** Introduction to Design-Informing Models
- **Topic 4:** Creating User Models, Usage Models, and Work Environment Models
- **Topic 5:** Design Thinking and Ideation Techniques
- **Topic 6:** Developing User Personas and Sketching Concepts
- **Reflection & Review:** Interactive session on ideation techniques and translating user needs into design requirements.

Day 5: Prototyping, Evaluation, and Agile Integration

- **Topic 1:** Prototyping Methods: Fidelity and Interactivity Levels
- **Topic 2:** Formative vs. Summative UX Evaluation Techniques
- **Topic 3:** Rapid Evaluation Methods: Heuristic Evaluation and UX Inspection
- **Topic 4:** Agile UX Development and UX in Agile Environments
- **Topic 5:** Affordances in UX Design and Interaction Cycles
- **Topic 6:** Reporting and Integrating UX Findings with Software Engineering
- **Reflection & Review:** Final review of prototyping and evaluation techniques, along with a discussion on applying UX principles in agile environments.

How This Course is Different from Other UX Research Courses:

This course blends technical UX skills with strategic insights to prepare professionals for complex UX research challenges. While many programs focus on the basics, this one explores advanced topics like Embodied Interaction, User Behavior Analysis, and Mental Models.

It emphasizes goal-oriented UX evaluation and setting targets, enabling participants to achieve measurable results. With a focus on UX in Agile Development and real-world applications, this training is versatile and applicable across various industries.