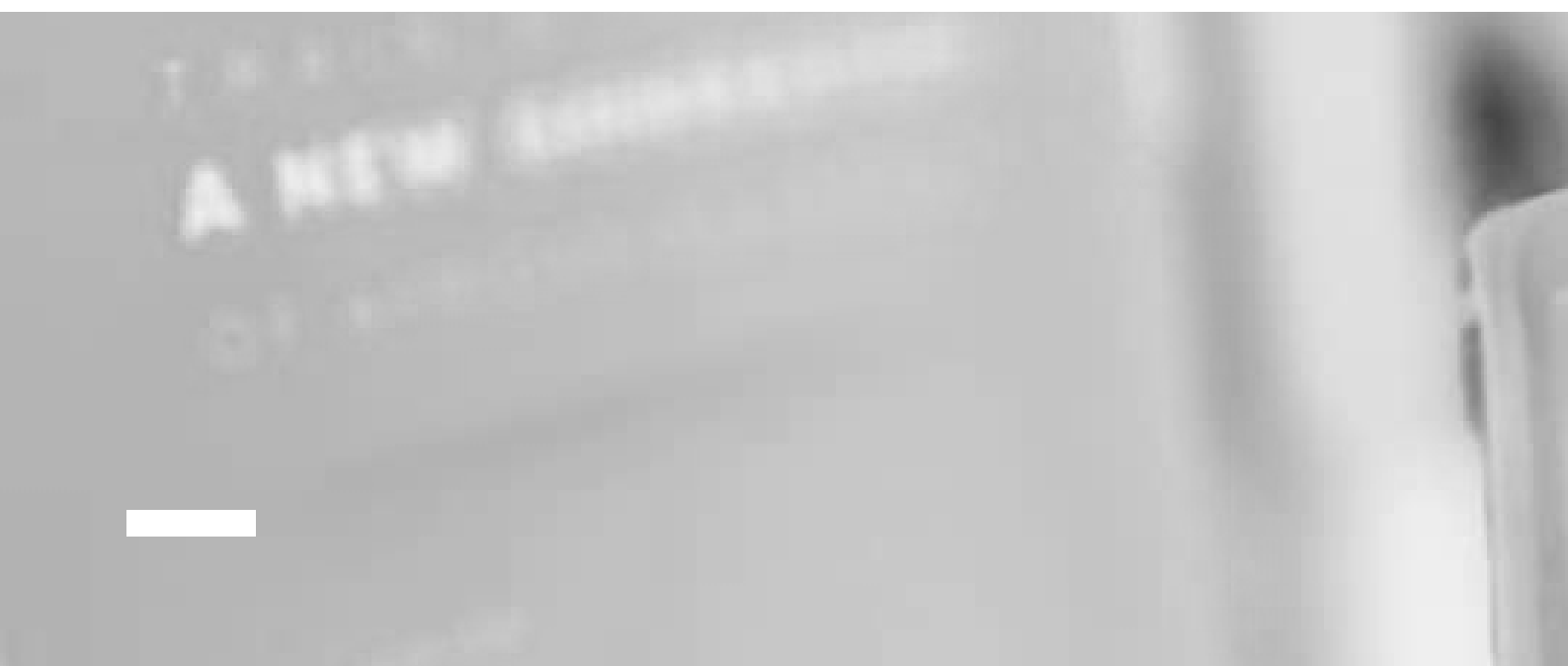




**YUX**

**Design**

**Academy**



Course

# UX Research Intermediate

# Description

This training aims to provide an in-depth understanding of different methods for studying the uses and needs of users, which we will call "UX Research". The UX researcher uses many methods - observation, interviews, tests, documentary study, quantitative surveys - to understand, evaluate and improve the user experience of products and services, in order to be a force of proposal in the development of projects. This intensive training will give people with research or UX project management experience a "deep-dive" into UX research methods.



## Breakdown

- Remote
- Exercises and African case studies
- 16 participants - (minimum of 10 participants)
- 30 mins of individual mentoring
- 16 hrs of training - (Plus a final presentation )
- 20 hrs of individual work
- 1 hr per week mentorship
- Internship possibility

# Cost

UX research training session

**300 000 CFA**

**\$545**

Registration is based on application and interview.

Post-training mentorship *\*Optional*

**50 000 CFA**

For 30 mins of mentorship

**250 000 CFA**

For 3 hours of mentorship

**700 000 CFA**

For 10 hours of mentorship



# Who is this for?

Whatever your background, if you've been confronted to a situation in which you wished you had stronger UX research skills, this course is for you!



**Researchers**



**Entrepreneurs**



**Sociologists**



**Senior UX/UI  
Designers**



**Digital Product  
Leads**



**UX Leads**



**Marketers**



**Product  
Designers**

# What you will learn



01

## Project organization

What variables should be taken into account when defining my UX research strategy? What tools and methods should I choose?



02

## Research Methods

In depth understanding of different qualitative interview and immersion techniques, introduction to quantitative data collection tool Looka.



03

## Field posture

Learn how to adapt to your immediate context under pressure, interpret subtle signs during an interview and get the most insights from your field work!



06

## Prototyping

How do I prototype different types of products and services? What posture should I adopt during a user test to avoid bias?



05

## Workshops

How do I use my research insights to foster and lead a productive co-creation session and initiate creativity? What methods for a creativity session?



04

## Synthesis

What synthesis and analysis methods to adopt depending on project outputs? How to intelligently share critical information to other project stakeholders?



# Modules

## Module 1

### Introduction to UX, UX research & HCD

#### Objectives

- Introduce the UX and HCD philosophy
- Key concepts (user, iterations, user centric, etc.)  
Specificity of UX research
- Introductory case study
- Common mistakes

#### Duration

- Class: 2hs
- Individual work: 1h

## Module 2

### Qualitative and Quantitative Methods

#### Objectives

- Able to benchmark existing solutions as a source of inspiration
- How to adapt to the constraints of project mode (time, budget, human resources)
- Understand the expectations of project stakeholders and how to meet them (often product/marketing teams)
- Understanding of methodologies
- Guide writing skills
- Ability to choose the right methodology according to the circumstances

#### Outline/ Tools

- |  |  |
|--|--|
| ● Benchmark  | ● Documentary research   |
| ● Road map building  | ● Observation techniques   |
| ● Qualitative protocol (hypotheses, profile users, interview guide, recruitment) | ● Quantitative protocol (questionnaire survey: ad hoc, omnibus, panel) |
| ● Immersion techniques   | ● Writing research hypotheses  |

#### Duration

- Class: 4hs
- Individual work: 4hs

# Modules

## Continued

### Module 3

#### Posture & soft skills

##### Objectives

- How to conduct an interview with a minimum of bias
- Investigator's posture: how to facilitate while learning
- Ability to adapt to field problems

##### Outline / Tools

- Soft listening skills
- interview techniques and posture

##### Duration

- Class: 2hs
- Individual work: 6hs

### Module 4

#### Sociology and User Experience: Analyze the data collected

##### Objectives

- Understanding of the analysis methodology
- Understanding the limits of analysis
- Know how to measure and generalize the quantitative
- Learn how to make textual data visual
- Learn how to transfer learning to other professions
- Diagnose problems from the user perspective

##### Outline/ Tools

- Textual analysis
- Ecosystem
- Expérience Map
- Empathy Map
- Reading grid
- Quantitative graphs
- Territories of opportunity
- Scenarios

##### Duration

- Class: 4hs
- Individual work: 4hs

# Modules

## Continued

### Module 5

#### Creativity & co-creation

##### Objectives

- Know how to plan, conduct and synthesize the results of a co-creation workshop
- Learn creative techniques for product design

##### Outline/ Tools

- Ice breaker
- Brainstorm
- Time Keeping
- Facilitation posture
- Miro

##### Duration

- Class: 2hs
- Individual work: 3hs

### Module 6

#### Prototyping and User Testing

##### Objectives

- Learn to write user test protocol
- Analyse user test result
- Understand how to test early ideas quickly

##### Outline/ Tools

- User Journeys
- Marvel
- Paper Wireframes

##### Duration

- Class: 2hs
- Individual work: 1h

# Timeline

## Calendar: Modules & Weeks

### Week 1

Module 1  
& Module 2.a



### Week 2

Module 2.b  
& Module 3



### Week 3

Module 4

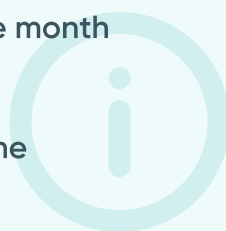


### Week 4

Module 5  
& Module 6



- Recruitment interviews will take place one month prior to the course
- Registration will close one week prior to the beginning of the class





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