Ergonomics of Web interfaces and UX Design

Hands-on course of 3 days - 21h
Ref.: IHM - Price 2025: 2 240 (excl. taxes)

EDUCATIONAL OBJECTIVES

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

Incorporate ergonomics and UX design into web design processes

Understand the existing standards and techniques for improving interface quality

Model users and tasks linked to a web application to adapt your HCI

Create the prototype of a web screen using design tools

Perform a quality audit on a web interface using specific economic criteria

Set up a user test scenario and gather the results

HANDS-ON WORK

Examples will be analyzed together, and hands-on work (design, prototyping, auditing) will be carried out in small groups.

CERTIFICATION

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de la cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

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 to review your request and its feasibility.

THE PROGRAMME

last updated: 01/2024

1) Definitions, challenges & principles

- From ergonomics to UX Design.
- Role and integration in the development cycle.
- Performance measurements (KPI) and return on investment (ROI).
- Overview of the ISO 9241 standard.
- Ergonomics techniques.

Overview of low-ergonomics products. Calculating ROI.

2) Web specifics

- Contexts and usages: Digitization, mobility, accessibility.
- Functional aspects: Websites, pages, hyperlinks, multimedia, animations.
- Strategic aspects: Digital marketing, customer journey, natural search engine optimization (SEO), social media.
- Current trends: Material design, responsive design, emotional design, gamification.

Hands-on work : Sites representative of UX trends. Creating an Experience Map.

3) User-centered design

- Human factors: Physical, sociological, and psychological economics.
- Bottom-Up vs. Top-Down approaches to ergonomics.
- Quantitative/qualitative field studies: Interviews, focus groups, questionnaires.
- Indirect studies: Contextual analysis, universal heuristic criteria, affordance.
- User modeling: Personae.
- Task modeling: Task tree, DAM, mental maps.

Hands-on work : Identifying a web app's personae and their main tasks.

4) Designing or correcting the web HCIs

- Structuring the content: Map sorting, zoning, storyboarding.
- Low/medium/high-fidelity mockups: Balsamiq, Axure, Photoshop.
- Dynamic prototyping: HTML, CSS, Javascript.
- Functional specifications.
- Design for smartphones and tablets: Mobile First, fluid/adaptive design, gradual improvement.

Hands-on work : Mock up the screens of a web application based on a set of specifications.

5) Evaluate the web HMIs

- Evaluation in design/correction ergonomics.
- Expert auditing: Web evaluation matrices.
- User tests: Guerilla/Remote/Lab Usability Testing.
- Gathering direct data: Post-test questionnaire, evocation, eye tracking.
- Gathering indirect data: A/B Testing, Web Analytics.

Hands-on work : Auditing an existing web product. Creating a test scenario with a questionnaire.

DATES

REMOTE CLASS
2025 : 25 août, 19 nov.