UX REPUBLIC
A SMILE GROUP COMPANY

DIGITAL
TRAINING
CENTER

TRAININGS
2024 - 2025

**STRATEGY & INNOVATION ·
DESIGN · SOFTWARE**

BELGIUM

belgium@ux-republic.be

EDITORIAL

In a constantly evolving digital environment, and in the face of increasingly stiff competition, companies face a major challenge: making user experience (UX) central to their strategies. To achieve this, training is an essential lever. Not only does it enable companies to familiarise themselves with the fundamental principles of UX, it also enables them to apply them in concrete terms to improve the quality of the products and services they offer. At UX-Republic, we firmly believe that training is the key to transform intuition into expertise, and to disseminate a genuine UX culture within teams.

Our digital training center's mission is to take the democratisation of UX even further. We support you at every stage in the development of your skills, whether you want to discover the basics of UX or aspire to complete mastery of specific subjects. Our ambition is to make you autonomous in your practices, so that you can create exceptional user experiences.

Through our training courses, we give you the keys to mastering the tools and methods of UX design. Whether you're a beginner or experienced, each course is designed to provide you with skills that are directly applicable to your professional context.

The UX-Republic team
Digital training center

THREE EXPERTISES

STRATEGY & INNOVATION

Support your company's digital transformation

DESIGN

Design optimal experiences and interfaces

SOFTWARE

Design replicable interfaces

OUR OFFER

AT THE TRAINING CENTRE IN BRUSSELS
Avenue de Broqueville 12
1150 Brussels

TWO POSSIBILITIES

CATALOGUE TRAINING

Choose from 16 available courses

TAILOR-MADE TRAINING

Design your training plan with us

THREE FORMATS

OUR HQ
In our Belgian office

YOUR PLACE
In your office

REMOTELY
Online

OUR ADDED VALUE

- Learning by doing
- Recognised expert trainers
- Accessible training for all

TERMS AND CONDITIONS

REGISTRATION

- **Choose your training:** Browse our catalogue and select the training(s) that best meet your needs.
- **Make your training request:** Fill in the online form available on our website or contact us by email at belgium@ux-republic.com
- **Receive confirmation of your enrolment:** The training manager will contact you to arrange a date, send you an enrolment form to complete and confirm that your enrolment has been confirmed.

PROGRAM

During your training, you will benefit from an immersive training experience. Our courses are based on the expertise of our trainers and illustrated by lessons learned from their experience. Here's how we structure our trainings:

- **Breakdown of learning time:** Each session is balanced between theory and practice to ensure a complete understanding of the subjects covered.
- **Illustration with real-life examples:** All our trainings are illustrated with real-life examples to make it easier to assimilate concepts.
- **Practical application:** Participants will have the opportunity to apply the knowledge they have acquired through exercises and interactive workshops.
- **Regular exchanges:** Our trainers encourage exchanges and questions to create a dynamic and collaborative learning environment.

TEACHING MATERIALS

Each participant receives the training materials by email.

CERTIFICATION

A course completion certificate is issued to participants.

ADDITIONAL INFORMATION

- **Session times:** The exact times of each training will be sent to you in the confirmation email.

- **Training location:** The training location is to be determined according to your needs (in your offices, in our training center or remotely). It will also be confirmed to you in your registration confirmation email.

- **Meals included:** Breakfast and lunch are provided for all participants during the face-to-face sessions, to ensure you have a productive and enjoyable day.

- **Participants with disabilities:** We are at your side to help you identify the most suitable adaptations to the teaching methods and materials and offer adequate assistance. For more information, please contact us at belgium@ux-republic.com

UX REPUBLIC
A SMILE GROUP COMPANY

DIGITAL
**TRAINING
CENTER**

OUR TRAINING COURSES

TABLE OF CONTENTS

STRATEGY & INNOVATION

SUPPORT YOUR COMPANY'S DIGITAL TRANSFORMATION

These trainings are designed to equip you with the essential tools to drive change in your company, with a focus on user-centric innovation.

You will explore agile and collaborative approaches that promote co-creation and rapid resolution of complex problems, allowing you to quickly move from idea to action. You will discover how to structure your projects in a modular and optimised way, ensuring continuous evolution based on reliable data. In addition, you will be able to manage user experiences with increased precision, by integrating methods that combine rigour and flexibility to adapt to the specific needs of your organisation.

DESIGN
THINKING

CREATE INNOVATION

2

Days

Starting from

1,500

euros (ex VAT)

Design Thinking is a method for solving complex problems through creativity and collaboration. This approach places innovation at the intersection of business needs, technical feasibility, and end-user expectations. Using the designer's tools, you will learn how to convert innovation into customer value and market opportunities for your company.

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."
- Tim Brown

DESIGN THINKING
CREATE INNOVATION

TRAINING
OBJECTIVES

The two-days Design Thinking training aims to introduce you to the user-centered methodology for designing innovative products. You will learn to empathise with users, define clear problems, generate creative ideas, create prototypes and test solutions, thus promoting an iterative and collaborative approach.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Cite** the vocabulary elements of Design Thinking
- **Organise** the design process of an innovative solution
- **Structure** the user research phase
- **Exploit** the fundamental workshops of Design Thinking

- **Plan** the production of a prototype
- **Establish** a user testing program
- **Promote** Design Thinking to decision-makers

TARGET AUDIENCE

- Product & UX managers, product owners and UX designers
- Have an interest in UX

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,500 (ex VAT)

TRAINING
SCHEDULE

DAY 1

INTRODUCTION TO DESIGN THINKING

- Define Design Thinking
- Cite some examples
- Understand the methods and their timelines
- Design a Design Thinking roadmap for the company

INSPIRATION: THINK DIFFERENTLY

- Prepare user research with proto-personas
- Conduct user research with semi-directed interview techniques
- Discover other user research methods: observation, analytics, benchmark, etc.
- Transform proto-personas into personas based on user research

STORYTELLING: THE ART OF CONVINCING AND ENGAGING

- Craft an engaging stakeholder narrative
- Make Design Thinking concepts accessible
- Create adhesion for the continuation of the project

DAY 2

DEFINITION: CONVERGE TOWARDS THE VALUE PROPOSITION

- Establish the user journey
- Improve UX by mapping it in the form of an experience map
- Align business needs and user expectations with a value proposition design

IDEATION: GO FURTHER

- Find suitable features for the service or product with the brainstorming method
- Prioritise the results of the ideation with *Buy-a-feature*
- Facilitate a co-design workshop with *Six-to-One*

IMPLEMENTATION: PROTOTYPING TO TEST

- Know the different forms of prototyping
- Get started with rapid prototyping
- Write and carry out a test protocol
- Understand the analysis methods for a simple user test

DESIGN
SPRINT

GET STARTED AND FACILITATE

2

Days

Starting from

1,500

euros (ex VAT)

Solve complex problems in 4 or 5 days using a method based on collaboration, prototyping and user testing. This method designed by Google Venture, is at the crossroads of business strategy, UX Design, and Design Thinking.

Widely used to launch a project or improve a product, you can integrate it as much in agile environments as in other more traditional organisational modes.

"Sprints begin with a big challenge, an excellent team—and not much else. By Friday of your sprint week, you've created promising solutions, chosen the best, and built a realistic prototype." **- Jake Knapp**

TRAINING
OBJECTIVES

The goal of the two-days Design Sprint training is to introduce you to the principles and practices of this user-centered innovation method. In two days, you will learn the basics of the five phases of this process (explore, diverge, decide, prototype, and test) and apply them through interactive exercises. This will allow you to develop your problem-solving and creative thinking skills, while promoting a culture of innovation within your team.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **List** the fundamental concepts of Design Sprint
- **Organise** the Design Sprint week
- **Practice** the facilitation of a Design Sprint in 5 days
- **Exploit** the methods of creativity and problem-solving
- **Use** all the workshops of the methodology step by step
- **List** the variations of Design Sprint

TARGET AUDIENCE

- Beginner facilitators wanting to learn the basics of facilitation
- Experienced facilitators wanting to refresh and expand their skills

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,500 (ex VAT)

TRAINING
SCHEDULE

DAY 1

THE FUNDAMENTALS

- Discover the origins and context of the Design Sprint methodology
- Know the 5 main stages of a Design Sprint
- The rules of a Design Sprint

PREPARING A DESIGN SPRINT

- Plan a Sprint: logistics, location, agenda, etc.
- Bring together the right team

DESIGN SPRINT DAY 1: EXPLORE

- Define the Sprint objective: goals, questions, user flow and roadmap
- Understand the problem with expert interviews
- Transform problems into opportunities with the "How Might We?" exercise

DESIGN SPRINT DAY 2: DIVERGE

- Benchmark to get inspired and find solutions
- The four workshops to boost the creative process and create solutions

DAY 2

DESIGN SPRINT DAY 3: DECIDE AND STORYBOARD

- Converge towards a single solution
- Build a prototyping scenario in the form of a storyboard

DESIGN SPRINT DAY 4: PROTOTYPE

- Transform a prototyping scenario into a user test flow
- Assemble a prototype as a non-designer

DESIGN SPRINT DAY 5: TEST

- Recruit users
- Prepare test questions and location
- Conduct a user test
- Analyse and share results as a team
- Do the sprint retrospective

ADAPTING YOUR DESIGN SPRINT

- Consider Design Sprint variations
- Step back to go further

ATOMIC
RESEARCH

BREAK DOWN KNOWLEDGE

Starting from

2

Days

1,500

euros (ex VAT)

How to get the most out of your user data?

Atomic Research is an approach directly inspired by Atomic Design to industrialise and get the most out of the information you already have by sharing and pooling it across your entire organisation and all of your digital products.

TRAINING
OBJECTIVES

The goal of the two-day Atomic Research training is to introduce you to the principles and practices of this user research method based on atomised studies. In two days, you will learn how to structure, conduct and analyse data in an efficient and agile way, by breaking down studies into smaller, manageable units. You will apply these concepts through interactive exercises, thus developing your skills in research and data-driven decision-making, while promoting a culture of innovation and responsiveness within your team.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Cite** Atomic Research and its different approaches
- **Select** the approach and type of tool relevant to your needs
- **Define** stakeholder contributions
- **Identify** the relevant data and formalise its integration

- **Use** the data to achieve your objectives in research, strategy, design, etc.
- **Structure** and **classify** the data in an architecture
- **Configure** the tables according to your needs
- **Connect** the data together

TARGET AUDIENCE

Professionals with experience in user research, seeking to structure user knowledge

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,500 (ex VAT)

TRAINING
SCHEDULE

DAY 1

DEFINING ATOMIC RESEARCH

- Discover Atomic Research, its history and principles
- Discover the benefits and applications
- Define the approaches and families of tools
- Compare capitalisation, centralisation and sharing tools
- Associate the approaches and their tools with different business strategies

UNDERSTANDING ATOMIC RESEARCH

- Categorise and connect bricks to contribute to information
- Define data interpretation rules
- Manipulate and appropriate the structure of a database
- Know how to navigate a database and consult information

DAY 2

DEPLOYING ATOMIC RESEARCH

- Define the objectives, a scope, a method and choose your tool
- Define the stakeholders using a RACI type table
- Integrate and support the teams by defining the onboarding model

EXPERIMENTING WITH ATOMIC RESEARCH ON A LARGE SCALE

- Categorise data (experiences, facts, insights, and recommendations) and connect tables
- Choose and configure a table
- Enter data, contextualise it and add attachments
- Organise and find data in response to issues
- Discover advanced features: automations, apps, etc.

DRIVE
AND MEASURE UX

DEMONSTRATE THE VALUE OF UX

1

Day

Starting from

800

euros (ex VAT)

Driving and measuring the user experience is very important to ensure reliability and demonstrate the impact of creating or redesigning a digital solution.

To demonstrate the return on investment, you need to learn how to organise and manage the UX and listen to user feedback to anticipate, group together and analyse the recurrence of uses, needs and blocking points.

TRAINING
OBJECTIVES

The goal of the one-day Drive and Measure UX training is to introduce you to the essential methods and tools to continuously evaluate and improve the user experience. In one day, you will learn how to define relevant key performance indicators (KPIs), use UX analysis tools, and interpret data to make informed decisions. Through practical exercises, you will develop your UX evaluation and optimisation skills, while promoting a user-centric approach within your team.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Identify** and **adapt to** a company's UX maturity levels
- **Interpret** the objectives to be achieved in user experience design
- **Define** the challenges of measuring the experience

- **List** the KPIs of the user experience
- **Translate** the ROI of UX through calculation

TARGET AUDIENCE

- Professionals who want to quantitatively measure their experiences
- UX researchers who want to acquire skills in quantitative research planning

DURATION

7 hours spread over a day

INDIVIDUAL REGISTRATION FEE

Starting from € 800 (ex VAT)

TRAINING
SCHEDULE

DAY 1

ORGANISING THE USER EXPERIENCE

- Introduction: the fundamental notions of user experience

- The objectives to aim for a 100% user-centered project

- The design challenge

DRIVING THE USER EXPERIENCE

- Define design hypotheses and an iterative roadmap: warm up, proto-persona, KPIs

- Define and organise roles on a UX project to assess missing skills

- Communicate, formalise and validate deliverables through mapping

MEASURING THE USER EXPERIENCE

- Evaluate the user experience

- Link UX metrics to business objectives by calculating the ROI of UX

- Build a dashboard

LEAN
UX

DESIGN THE RIGHT SOLUTION

Starting from

2

Days

1,500

euros (ex VAT)

Lean UX is a product design approach inspired by Lean Start-up and Agile methods. Fast, collaborative and iterative, this approach aims to design the right solution.

Its three-phase organisation – Think, Make, and Check – contributes to a transformation of the project organisation by focusing on a common understanding of end users, their needs, and the product's value proposition.

"Each design is a proposed business solution – a hypothesis. Your goal is to validate the proposed solution as efficiently as possible by using customer feedback." **- Jeff Gothelf**

TRAINING
OBJECTIVES

The goal of the two-day Lean UX training is to introduce you to the principles and practices of this agile approach to user experience design. In two days, you will learn how to integrate rapid feedback, iterative testing, and prototyping into the development process, while working closely with product teams. Through hands-on exercises, you will develop your skills in rapid idea validation and data-driven adjustment, promoting a more efficient, user-centered approach to creating relevant and adaptable solutions.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Cite** the fundamental notions of Lean UX
- **Define** and **resolve** hypotheses
- **Categorise** experiments
- **Define** a Minimum Viable Product (MVP)
- **Exploit** all co-design workshops

- **Build** a rapid prototype
- **Organise** Lean user tests
- **Transpose** Lean UX into an agile environment

TARGET AUDIENCE

UX professionals working in an agile environment

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,500 (ex VAT)

TRAINING
SCHEDULE

DAY 1

UNDERSTANDING LEAN UX

- The origins of Lean Startup in Design Thinking
- A definition at the crossroads of several approaches
- The Lean UX manifesto
- The principles of Lean UX

DEFINING A COMMON VISION (THINK)

- Understand business needs
- Create proto-personas
- Collect user needs
- Analyse touch points with the service provided

SHARING: THE ART OF CONVINCING

- Narrate the Lean UX design stages
- Explain the concepts
- Create adhesion for the rest of the project

DAY 2

DESIGNING TOGETHER A MINIMUM VIABLE PRODUCT - MVP (MAKE)

- Define a hypothesis for the MVP
- Perform a story mapping
- Conduct a co-design workshop
- Design a rapid prototype during the workshop

CONDUCTING USER TESTING IN GUERRILLA MODE (CHECK)

- Set up a protocol
- Get started with a test method
- Analyse and share the results

DEPLOYING LEAN UX IN YOUR WORK ENVIRONMENT

- Support digital transformation
- Involve stakeholders
- Evangelise Lean UX

DESIGN

DESIGN OPTIMAL EXPERIENCES AND INTERFACES

These courses offer you a complete journey to the heart of design, arming you with the knowledge and techniques to design optimal experiences and interfaces.

You will discover the fundamentals of user-centered design, from experience design to interface design, including the creation of coherent and scalable design systems. You will learn how to collect and user feedback to constantly improve your projects, while integrating sustainable and accessible practices for all.

With these trainings, you will find your essential guide to creating digital products that are not only functional, but also innovative, inclusive and responsible.

DISCOVERY

BUILD THE RIGHT THING

Starting from

1

Day

800

euros (ex VAT)

The Discovery phase is essential for the success of any project. Before starting the design, it is crucial to take the time to define the problem to be solved, understand the users' needs and grasp the constraints.

TRAINING
OBJECTIVES

The goal of the one-day Discovery training is to help you understand the interest of Discovery and the risks of bypassing this phase. You will learn how to plan, execute and exploit the results of an effective Discovery. Furthermore, you will define problems precisely to avoid costly mistakes in the long term. You will identify stakeholders and their responsibilities, thus ensuring optimal collaboration. Finally, you will discover mapping techniques to facilitate learning and problem-solving, allowing you to acquire practical skills that can be applied immediately in your projects.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Explain** the benefits of Discovery and the risks of omitting it

- **Reframe** solution requests to identify the real problem

- **Develop** a Discovery plan including goals, roles, and a realistic timeline

- **Conduct** effective Discovery by aligning your team, identifying unknowns, and using appropriate research

- **Analyse** and **synthesise** Discovery results to present them in a meaningful way and create effective "How Might We?" questions for ideation

TARGET AUDIENCE

- UX professionals looking to learn how to conduct successful discovery phases

- Any professional who may be involved in Discovery work

DURATION

7 hours spread over a day

INDIVIDUAL REGISTRATION FEE

Starting from € 800 (ex VAT)

TRAINING
SCHEDULE

DAY 1

UNDERSTANDING THE DISCOVERY PHASE

• The value of Discovery

• The risks of skipping this phase

• The elements involved in this phase

DEFINING AND FRAMING THE OPPORTUNITY

• Reformulate solution requests

• Use the 5 Why's method

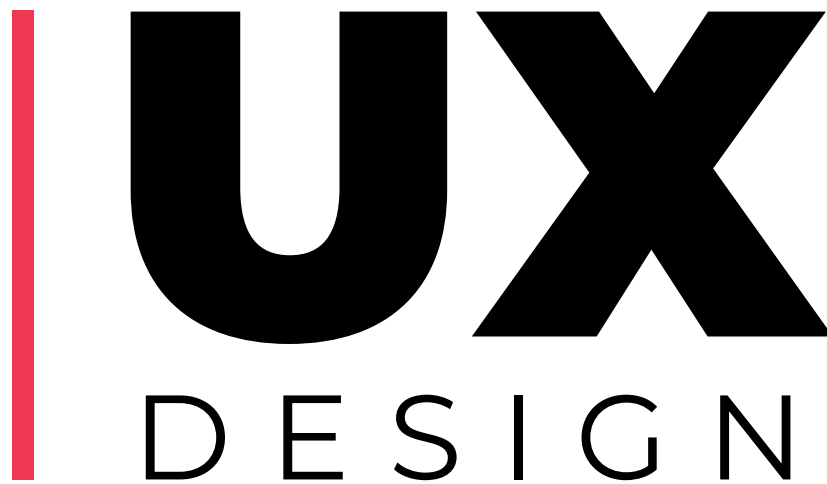• Create a problem statement

PLANNING A DISCOVERY

• Identify roles and responsibilities

• Define Discovery objectives

• Plan a realistic timeline

CONDUCTING A DISCOVERY

• Aligning your team around a common goal

• Exploring the unknowns

• Understanding common research activities

SHARING AND USING THE RESULTS OF DISCOVERY

• Using mapping techniques to facilitate learning

• Presenting Discovery findings

• Creating "How Might We?" questions for ideation

UX
DESIGN

THE FUNDAMENTALS

2

Days

Starting from

1,600

euros (ex VAT)

UX Design is a method of designing experiences centered on end users. Iterative and value-creating, it relies on the collaboration of the stakeholders of a project to meet a specific need by taking as a starting point a clearly identified problem.

"User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products." **- Don Norman**

TRAINING
OBJECTIVES

The goal of the two-day UX Design: The Fundamentals training is to introduce you to the essential principles and practices of user experience. In two days, you will learn the fundamentals of user research, user-centered design, information architecture, prototyping, and user testing. Through interactive exercises, you will apply these concepts to develop your skills in creating effective and engaging user experiences, while promoting a user-centered approach within your team.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Cite** the vocabulary elements of UX Design
- **Diagram** the key steps of the UX Design method
- **Exploit** the fundamental workshops: persona, user journey, Six-to-One, etc.
- **Build** a more effective collaboration with design teams

- **Practice** how to audit the experience of a site, a product or a service
- **Define** the right performance indicators (KPI)
- **Support** engaging customer discourse around the user experience

TARGET AUDIENCE

- Anyone new to UX or looking to launch a career in UX design
- Professionals looking to gain confidence in their practice or refresh their knowledge
- People in roles outside of UX who want to better understand the field

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,600 (ex VAT)

TRAINING
SCHEDULE

DAY 1

INTRODUCTION TO THE FUNDAMENTALS OF USER EXPERIENCE

- Define the concepts of design, user, and user experience
- Plan a user-centered design cycle
- Know the methods around UX Design
- Discover the new trends in UX Design

DISCOVERY: STUDYING USERS

- Define user research and its objectives
- Define the scope of user research for a project
- Collect user data with qualitative and/or quantitative methods
- Build a semi-directive interview grid and conduct an interview

ANALYSIS: UNDERSTANDING USERS

- Synthesise user data through a persona
- Unfold the use of the product or service through the user journey
- Carry out a market study to position your product or service

DAY 2

DESIGNING A SOLUTION: ERGONOMICS AND CONTENT

- Build an ergonomic interface by referring to the principles of Gestalt and Bastien & Scapin
- Develop a navigation principle according to Nielsen heuristics
- Audit an interface according to ergonomic principles
- Prioritise content according to user values with the card sorting method
- Lead a co-design workshop using the Six-to-One method

RAPID PROTOTYPING: TECHNIQUES AND TOOLS

- Use sketching methods to prepare a rapid prototype
- Design a paper prototype with Marvelapp

USABILITY TESTING: METHODS, MEASUREMENT AND IMPROVEMENT

- Know the different methods of qualitative and quantitative testing
- Integrate usability testing into the design process
- Build and carry out a simple test protocol
- Implement test feedback

UI
DESIGN

THE FUNDAMENTALS

2

Days

Starting from

1,500

euros (ex VAT)

UI Design is the process of creating interfaces for software or digital products with a focus on appearance and style. However, the discipline goes far beyond that and is essential to supporting a quality and memorable digital user experience.

"Good design is not dependent on the medium you are using. To create great design, you need to think carefully about what you want to do and where it fits into, before you even start." **- Susan Kare**

TRAINING
OBJECTIVES

The goal of the two-day UI Design: The Fundamentals training is to introduce you to the fundamental principles and practices of user interface design. In two days, you will learn the basics of visual design, information hierarchy, mockup and prototype creation, and best practices for interaction and accessibility. Through hands-on exercises, you will develop your skills in creating attractive and functional interfaces, while integrating user needs into the design process.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Cite** the vocabulary elements of UI Design
- **Diagram** the key steps of the UI Design method
- **Practice** responsive desktop and mobile interface design
- **Implement** a design system and interface guidelines

- **Build** an interactive prototype
- **Support** an engaging customer discourse on interface design
- **Compile** deliverables for integration

TARGET AUDIENCE

- Designers who cover many aspects of UX in their organisation, including visual design
- UX researchers and UX writers who want to improve their understanding of visual design
- UI designers who need a refresher on the fundamentals

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,500 (ex VAT)

TRAINING
SCHEDULE

DAY 1

INTRODUCTION TO THE FUNDAMENTALS OF INTERFACE DESIGN

- Define the concepts of interface design
- Identify the principles of navigation and ergonomics according to the media
- Structure and visually prioritise information
- Discover the new trends in UI Design

DISCOVERY: RESPONSIVENESS AND TECHNICAL CONSTRAINTS

- Define standard design formats and breakpoints
- Identify constraints related to development techniques and formats
- Set up a *Grid of 8*

PRODUCTION TECHNIQUES: METHODS AND TOOLS

- Discover the different software, plugins and design tools
- Define an accessible range of colours
- Choose your typographic principle

DAY 2

DESIGN SYSTEM: THE BASICS OF DESIGN

- Define the concepts of design system and its objectives
- Think in Atomic Design
- Prioritise its components and link component libraries
- Create a simple component
- Design tokens and developers nomenclature

INTERFACE DESIGN: DESIGN PROCESS

- Discover the structure and design process of a high-fidelity model
- Design a simple interface
- Design interaction elements
- Understand the method of declination of this interface in other formats
- Prioritise the results of the ideation with a decision matrix and dot voting

PROTOTYPE AND DELIVERABLES: TECHNIQUES AND TOOLS

- Know the different prototyping software
- Create an interactive prototype
- Prepare your finalised files for export

SERVICE
D E S I G N

THE FUNDAMENTALS

2

Days

Starting from

1,500

euros (ex VAT)

Service Design is a holistic design method reserved for the framing, development and challenge of a human-centered omnichannel experience. This approach consists of approaching a subject from the angle of a service to be provided without prejudging the final support of this service.

Through research, mapping and prototyping techniques, the objective is to seek meaning before form and to question the viability of the service by taking into account the logistics to deliver it. Thanks to the designer's tools, you will learn to convert a service positioning into value for the customer and market opportunities for your company.

"Service design choreographs processes, technologies and interactions within complex systems in order to co-create value for relevant stakeholders."
- Birgit Mager

TRAINING
OBJECTIVES

The goal of the two-day Service Design: The Fundamentals training is to introduce you to the principles and practices of this method focused on improving services. In two days, you will learn the basics of the key steps (research, ideation, prototyping, and implementation) and apply them through interactive exercises. This will allow you to develop your skills in designing effective and user-centered services, while promoting a culture of innovation within your team.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Organise** the design process of an innovative service
- **Structure** the user research phase
- **Exploit** the fundamental workshops of Service Design

- **Plan** the production of a prototype
- **Establish** a user testing program
- **Promote** Service Design to decision-makers

TARGET AUDIENCE

Any professional who wants to understand how users, employees, places and processes can be aligned to create an exceptional experience for the customer and the supplier

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,500 (ex VAT)

TRAINING
SCHEDULE

DAY 1

INTRODUCTION TO SERVICE DESIGN

- Define Service Design
- Service Design principles
- Understand methods and timelines
- Design a Service Design roadmap for the company

IMMERSION: OBSERVE AND UNDERSTAND

- Prepare user research with proto-personas
- Conduct user research with semi-directed interview techniques
- Discover other user research methods: safari service, system map, motivation matrix, etc.
- Transform proto-personas into personas based on user research

MAPPING: CONVERGING TOWARDS THE SERVICE VALUE PROPOSITION

- Understand the importance of mapping
- Represent the user journey in a customer journey map
- Solve problems with the 5 Why's

DAY 2

MAPPING: CONVERGING TOWARDS THE SERVICE VALUE PROPOSITION (CONTINUATION)

- Align business needs and user expectations with a value proposition design
- Improve the experience through front and back-end mapping of the user experience with a service blueprint
- Weigh service assessment issues in the form of risk mapping

IDEATION: GO FURTHER

- Think outside the box with an inspirational benchmark
- Find appropriate points of contact for the service using two methods: How Might We? & "Brainstorming, remember the future..."
- Scope the points of contact using the *Thinking Hat*
- Prioritise the results of the ideation with a decision matrix and dot voting

IMPLEMENTATION: RAPIDLY PROTOTYPE AND TEST

- Know the different forms of prototyping: storyboarding, role playing, etc.
- Why test a prototype
- From prototype to production, what needs to be done

DESIGN
SYSTEM

MANAGE AND OPERATE

2
Days

Starting from
1,500
euros (ex VAT)

A Design System is a unique reference shared by designers and developers, it is agnostic because it does not depend on any technology and is alive because it evolves over time.

It facilitates developments thanks to a version sharing system and saves teams time in addition to being agile as it is shared by all.

TRAINING
OBJECTIVES

The goal of the two-day Design System training is to introduce you to the principles and practices of this method for creating coherent and effective design systems. In two days, you will learn the basics of creating and managing unified components, styles, and guidelines, and apply them through interactive exercises. This will allow you to develop your skills in designing coherent systems, while promoting a culture of collaboration and efficiency within your team.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Identify** a need for a Design System
- **Build** an environment for a Design System
- **Choose** the tools adapted to a Design System according to the issues
- **Support** the management of the design phase

- **Exploit** the Design System co-design workshops
- **Plan** the roadmap
- **Support** the management of the Design System

TARGET AUDIENCE

People with initial experience in digital design, an interest in systemic design and mastering the basics of a design software

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,500 (ex VAT)

TRAINING
SCHEDULE

DAY 1

INTRODUCTION TO DESIGN SYSTEM

- Definition of Atomic Design and a Design System
- Zoom on the lexicon and an example
- The benefits and risks of a Design System

PREPARING AN ENVIRONMENT FOR A DESIGN SYSTEM (PHASE 1)

- The audit phase
- The roadmap and the tools of a Design System
- Design tokens and nomenclature of developers

MANAGING A DESIGN SYSTEM IN AN AGILE MANNER: WORKFLOW TOOLS AND ROLES (PHASE 2)

- Governance models and agile workflows
- Experimentation of the management of a Design System team

DAY 2

CREATE A DESIGN SYSTEM AND ITS DOCUMENTATION (PHASE 3)

- Design principles
- UX writing
- UI guidelines and trends
- Experimentation in designing a Design System

CREATE A DESIGN SYSTEM IN FIGMA

- Observation of a Design System under Figma
- Zoom on the functional particularities of Figma
- Creation of a Design System in Figma

EXPORT A DESIGN SYSTEM TO A SHARING TOOL

- Export from Figma to Zero Eight
- Tool comparison

USER
RESEARCH

LEARN FROM USERS

Starting from

1

800

Day

euros (ex VAT)

User research is an essential step in a user-centered design cycle. Using sociological and anthropological techniques, you will learn how to conduct semi-directed interviews or carry out observations that will allow you to produce concrete and pragmatic results for the rest of your digital projects.

TRAINING
OBJECTIVES

The goal of the two-day User Research training is to provide you with an in-depth understanding of the essential methods and techniques for conducting effective user research. In two days, you will learn how to plan and execute qualitative and quantitative studies, analyse the results, and integrate the insights into the design process. Through hands-on exercises, you will develop your skills in data collection, interpreting user needs, and communicating results, while reinforcing a user-centered approach to your projects.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Define** the objectives of User Research
- **Write** a rigorous and replicable interview guide
- **Conduct** semi-directive interviews
- **Carry out** an anthropological observation

- **Analyse** the information collected
- **Produce** the appropriate deliverables
- **Propose** recommendations for the product

TARGET AUDIENCE

UX professionals who want to get started with user research

DURATION

7 hours spread over a day

INDIVIDUAL REGISTRATION FEE

Starting from € 800 (ex VAT)

TRAINING
SCHEDULE

DAY 1

INTRODUCTION TO USER RESEARCH

- Why to do it
- When to do it
- What are the different methods

QUANTITATIVE VS. QUALITATIVE RESEARCH

- Definitions
- Methods in detail
- Exercise on methodological choices

SEMI-DIRECTED INTERVIEWS

- Principles
- Key steps
- Practical implementation

"BE A FLY ON THE WALL"

- Principles
- Guidelines

USER
TESTS

LEARN AND IMPROVE

Starting from

1

800

Day

euros (ex VAT)

User tests are success accelerators. They allow you to highlight sticking points and to bring out opportunities for improvement. They must be conducted at each stage of the project and without delay. In the laboratory or in guerrilla mode, they will allow you to validate your design hypotheses, the user experience or your value proposition.

"The best results come from testing no more than five users and running as many small tests as you can afford." **- Jakob Nielsen**

TRAINING
OBJECTIVES

The goal of the one-day User Tests training is to provide you with the skills needed to effectively design, execute, and analyse usability tests. In one day, you will learn how to define test objectives, recruit and prepare participants, develop test cases, and collect relevant data. Through hands-on exercises, you will develop your skills in evaluating user interactions and integrating feedback to improve your products, while adopting a user-centered approach.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Define** the objectives of a User Test

- **Practice** writing a rigorous and replicable protocol

- **Implement** a usability test in a controlled environment and through guerrilla testing

- **Examine** the information collected

- **Structure** the appropriate deliverables

- **Support** areas for product improvement

TARGET AUDIENCE

- UX designers who want to master user testing techniques to evaluate and improve the user experience of their products and services

- Experienced professionals who want to frame and perfect their practices

DURATION

7 hours spread over a day

INDIVIDUAL REGISTRATION FEE

Starting from € 800 (ex VAT)

TRAINING
SCHEDULE

DAY 1

INTRODUCTION TO USER TESTING

- What is it
- Why test
- When to test

THE METHODS

- Supports
- Complementary methods, focus on data analysis (quantitative) and expert audits

SETTING UP A USER TEST

- Objectives of this test
- Choose the right test
- Carry out a test framework
- Recruit the right panel
- Create a test plan

THE STEPS OF A USER TEST

- The 6 key stages of project framing
- Creation of materials
- Recruitment of participants
- Animation of tests
- Analysis and report
- Restitution of results

ANALYSIS AND REPORTING

- Focus on eye tracking

ECO-DESIGN
UX / UI

DESIGN SUSTAINABLY

Starting from
2
Days

1,100
euros (ex VAT)

A digital eco-design or responsible digital approach requires the involvement of all stakeholders and all professions involved in the creation of digital services.

TRAINING
OBJECTIVES

The objective of the two-day Eco-design training is to introduce you to the principles and practices of sustainable and responsible design. You will learn how to integrate environmental criteria into the design process, assess the ecological impact of products and adopt practices that minimise resources and waste. Through practical exercises, you will develop your skills in creating environmentally friendly solutions while promoting a sustainable approach within your team and your projects.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Cover** the theory and practice on the subjects of responsible digital technology and digital eco-design

- **Understand** the impacts of digital technology as part of global issues

- **Master** the differences in concepts and values present in responsible digital technology

- **Approach** the digital eco-design process in a simple and equipped way

- **Act** by creating the reflex of digital sobriety within future digital projects

- **Think** concretely about the eco-design of a digital service by minimising its environmental impact via an optimisation exercise (one-day participatory workshop)

TARGET AUDIENCE

Designers wishing to create sustainable and environmentally friendly digital interfaces

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,100 (ex VAT)

TRAINING
SCHEDULE

DAY 1

UNDERSTANDING ENVIRONMENTAL AND SOCIETAL ISSUES

- Presentation of the current context

SEEING THE OVERALL IMPACT OF DIGITAL TECHNOLOGY

- Life cycle analysis (LCA) of a digital solution and digital technology

INTEGRATING THE CONCEPTS OF SOBRIETY AND RESPONSIBILITY

- Define the concepts of digital sobriety, low-tech, green IT, IT4Green, accessibility, inclusion, illectronism, digital eco-design, Green-UX, respect for personal data, ethics and responsible digital technology
- Interactive fun quiz on the essential points and digital technology

DISCOVERING THE GUIDES, REFERENCE MATERIALS AND BEST PRACTICES FOR ECO-DESIGNING UX/UI

APPROPRIATING GOOD PRACTICES THROUGH EXPERIMENTATION

DAY 2

REPRESENT THE RESULTS WITH USE CASES

- Present the interest, the method, the measurement and demonstration tools

DESIGNING AN ECO-RESPONSIBLE DIGITAL SOLUTION

- Audit and areas for improvement of case studies
- Improving a fictitious project with the Figma tool

DIGITAL
ACCESSIBILITY

THE FUNDAMENTALS

0,5
Day

Starting from
350
euros (ex VAT)

Digital accessibility is a strategy that aims to design and develop different environments, products, technologies and information services that are accessible, understandable and usable by everyone in the most natural way possible, without having to resort to solutions requiring adaptation or special design.

Thus, the idea of digital accessibility aims to simplify the life of everyone by making products and services equally usable and understandable. It focuses on users by following a holistic approach and seeking to meet the needs of people with disabilities, as well as those of older people.

TRAINING
OBJECTIVES

The objective of the half-day Digital Accessibility: The Fundamentals training aims to understand the importance of web accessibility and its standards as a fundamental right. It covers different types of disabilities, assistive technologies, and the integration of accessibility into projects, with an emphasis on inclusion and collective responsibility.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Understand** the problems encountered by people with disabilities when using digital media

- **Discover** digital accessibility, its challenges and benefits

- **Know** how to integrate an accessibility approach into your projects

---

TARGET AUDIENCE

Digital professionals who want to make their products and services accessible to everyone, including people with disabilities

DURATION

3.5 hours spread over half a day

INDIVIDUAL REGISTRATION FEE

Starting from € 350 (ex VAT)

TRAINING
SCHEDULE

HALF-DAY

WEB ACCESSIBILITY

- Representation
- Web pillar
- Definition

REGULATORY FRAMEWORK

- A fundamental right
- Legal and normative frameworks
- Compliance and inclusion

THE DISABILITIES

- Digital disabilities and uses
- Temporary and situational disabilities and the ageing of the population
- Disability figures
- Perception of disabilities
- Inclusive design

ASSISTIVE TECHNOLOGIES

- Define assistive technologies
- The main software and hardware assistive technologies

ACCESSIBILITY PROJECT

- The 3 themes
- No magic solution
- Responsibilities: a cross-functional project
- Objectives and consequences

RESOURCES

- Online resources and books on the subject

VIDEOS

- Discover the uses of digital tools by people with disabilities

DIGITAL
ACCESSIBILITY

DESIGNING UX/UI

1

Day

Starting from

550

euros (ex VAT)

Accessible UX/UI design aims to create universally usable digital interfaces, ensuring that everyone, regardless of their abilities, can optimally interact with the product.

This advanced training goes beyond the basics by raising your awareness of the complex issues of accessibility and equipping you with the deep skills needed to integrate these practices into your projects. You will dive into accessibility standards, master specialised tools and techniques, and learn how to conduct rigorous testing to ensure that your products meet the highest standards of accessibility.

TRAINING
OBJECTIVES

The Digital Accessibility: Designing UX/UI training aims to introduce you to the principles and practices for designing inclusive user interfaces. You will learn how to create designs that are accessible to everyone, including people with disabilities, while respecting accessibility standards and recommendations, while ensuring an optimal user experience for all users.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Acquire** good graphic design and interaction practices to create accessible web content

- **Use** design assistance tools and verification of deliverables

- **Produce** an accessible design system

TARGET AUDIENCE

- Designers wishing to create inclusive and accessible interfaces for all users, including those with disabilities

- Have completed the training "Digital Accessibility: The Fundamentals" or have an equivalent level in digital accessibility

DURATION

7 hours spread over a day

INDIVIDUAL REGISTRATION FEE

Starting from € 550 (ex VAT)

TRAINING
SCHEDULE

DAY 1

COLOURS AND CONTRASTS

- Contrast of text, interface elements and graphic elements
- Information through colour
- Examples of tests with the tools

TEXTUAL CONTENT AND TYPOGRAPHY

- Font size and spacing
- Hidden content
- Text in an image
- Best practices
- Text structuring and text alternatives

FOCUS

- Visibility and perception of focus
- Focus order

FORMS

- Label, input help, mandatory character and placeholder
- Error handling
- Submit sensitive data
- CAPTCHA

LINKS AND NAVIGATION

- Two means of navigation
- Skip links
- Explicit headings
- RGAA – accessibility page and compliance status

MULTIMEDIA

- Accessibility of controls
- Video or audio files and alternatives

MOBILE USES

- Simple gestures
- Orientation
- Responsive (Reflow)

DELIVERABLES (TOWARDS A DESIGN SYSTEM)

- Accessible colours and states
- Functional/UX aspects (annotation kit)

SOFTWARE

DESIGN REPLICABLE INTERFACES

In this section dedicated to software design, you will explore the skills to create replicable interfaces with Figma.

You will discover how to transform your ideas into interfaces ready to be deployed, while ensuring faithful and efficient reproduction on all media.

FIGMA

COLLABORATE AND ANIMATE INTERFACES

2

Days

Starting from

1,500

euros (ex VAT)

Figma is a collaborative tool specialising in design, presentation, prototyping and the preparation and transfer of assets for development.

A powerful tool on the market, it offers UX/UI designers, project managers, product owners and developers the ability to design together in real time. Its shared library is a major asset for speeding up execution.

TRAINING
OBJECTIVES

The goal of the two-day Figma training is to introduce you to the essential features and best practices for collaborative interface design. In two days, you will learn how to use Figma's design tools to create mockups, interactive prototypes, and design systems. Through hands-on exercises, you will develop your skills in visual design, real-time collaboration, and design project management, while optimising your workflow with this platform.

AT THE END OF THIS TRAINING, YOU WILL BE ABLE TO:

- **Understand** the Figma interface
- **Compare** Figma to other tools
- **Implement** prototyping on Figma
- **Define** collaboration on Figma
- **Use** shared libraries
- **Exploit** a design system

TARGET AUDIENCE

UX professionals who do not use Figma on a daily basis and who wish to master this tool to create and collaborate effectively on digital design projects

DURATION

14 hours spread over two consecutive days

INDIVIDUAL REGISTRATION FEE

Starting from € 1,500 (ex VAT)

TRAINING
SCHEDULE

DAY 1

INTRODUCTION AND BACKGROUND

- What is Figma
- Who can use it
- An overview of other prototyping tools
- The big advantages of Figma

DISCOVERY OF THE TOOL

- Tour of the interface
- File management
- The two types of user
- Exercise: handling a file

DESIGNING IN FIGMA

- Understand the overall operation
- Edit features
- Styles
- Collaboration
- Exercise: creating a design

DAY 2

COMPONENTS IN FIGMA

- Basic components
- Variant components
- Use an asset library
- Exercise: creating components

AUTO-LAYOUT

- Simple auto-layout
- Advanced auto-layout
- Exercise: create a table

PROTOTYPING

- Interactions
- Animations
- Exercise: animate your model

GO FURTHER

- Interactive components
- Tips & tricks

UX REPUBLIC
DIGITAL TRAINING CENTER
A SMILE GROUP COMPANY

THEY TRUST US ALREADY

partenamut

rtbf.be

Atlas Copco

DECATHLON

sigedis

AIRFRANCE

RENAULT

BNP PARIBAS

SOCIETE GENERALE

CRÉDIT AGRICOLE

AXA

VEOLIA ENVIRONNEMENT

Adobe

Atos

TUI

LOUIS VUITTON

KIABI
LA MODE A PETITS PRIX

ux-republic.com/en/centre-de-formation/formations-belgique/
belgium@ux-republic.com

UXREPUBLIC
A SMILE GROUP COMPANY

100%USER

CENTRIC

ux-republic.com/en/centre-de-formation/formations-belgique/

belgium@ux-republic.com