Formation
Dive into UX Design (Découvrez le processus de conception de l'expérience utilisateur)

Durée de la formation : 8 heures
Date de la session : du 01/03/2027 au 31/05/2027

Dates précises : From 01/03/2027 to 31/05/2027
Horaires de la session : Independently, at your own pace

Lieu : En e-learning (en ligne) - OpenClassrooms platform

Nombre de places maximum : 5

Formateur(s) : OPENCLASSROOMS

Prérequis sur cette formation : None

Public ciblé : Université de Bordeaux staff and site/PUI partners

Public prioritaire : Anyone involved in digital projects

Date limite d'inscription : 19/02/2027

Objectifs :
Start to explore the world in new ways through the lens of a user experience designer. Learn the key UX principles and processes that will take you from research through design.

In this training, you'll get an introduction to user experience design, examining the origins of the field to the numerous professional contexts in which you may find work.

UX design starts with curiosity and being open to observing the world around you in new ways. The "beginner's mindset" is one way to achieve that.

We'll look at the work of Don Norman, the "father of UX design," along with his book, The Design of Everyday Things, to examine key concepts before exploring different approaches to the design process, from ensuring humans/users are at the center of our explorations to defining the problem.

Finally, on the road to becoming a well-informed and socially conscious designer, we'll look at accessibility, ethics, and inclusion as a way to unlock design opportunities.

By the end of this training, you will be able to:

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Articulate key concepts in UX design

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Recognize good/bad user experiences

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Think critically about user experience

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Understand different roles within the industry

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Describe different design approaches

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Put users (people) at the center of the design process

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Write problem statements

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Ask better questions for more valuable results

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Consider others when designing, including issues of accessibility and inclusion

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Programme :
Part 1: Unlock opportunities through UX design

1. Be Curious and Observe the World Around You

2. Embrace the Beginner's Mindset

3. Work in the Field of UX

4. Collaborate with Designers, Product Managers, and Developers

5. Quiz

Part 2: Practice human (user) centered design

1. Examine the Origins of UX Design

2. Explore Key Concepts in UX

3. Look at the Design Process

4. Consider the User

5. Define the Problem

6. Get some practice by collecting Examples of UX

7. Quiz

Part 3: Design for everyone

1. Design With Accessibility in Mind

2. Make Ethical Decisions

3. Design for Inclusion

4. Quiz

Pour tout renseignement complémentaire :
Chargé(e) de formation : mailto:bf-formations.innovation@u-bordeaux.fr

Pôle AGRH – service développement des compétences

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