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.

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.