



الدورة التدريبية التخصصية في مجال بحث تجربة المستخدم



AGILE LEADERS
Training Center

22 - 26 Jun 2026
الدار البيضاء



الدورة التدريبية التخصصية في مجال بحث تجربة المستخدم

المرجع: 36353_26217 التاريخ: 22 - 26 Jun 2026 الموقع: الدار البيضاء الرسوم: Euro 4100

Course Overview:

-This course equips participants with the essential methods to apply UX research principles for effective, user centered design. It covers key topics like the User Experience Lifecycle, UX Process Models, and Contextual Inquiry, teaching methods to identify user needs and integrate insights into the design process.

Modules on Work Activity Analysis and Design Informing Models help translate user feedback into actionable requirements. Advanced topics such as Mental Models, Embodied Interaction, and User Personas provide a holistic view of design.

Focusing on Prototyping Methods, Heuristic Evaluation, and UX Metrics, the training refines user interfaces while aligning with business objectives. Designed for anyone interested in enhancing user experience, the course includes practical applications, hands-on exercises, and real-world case studies.

Target Audience:

- UX Researchers
- Product Designers
- UX/UI Designers
- Product Managers
- Business Analysts
- Marketing Analysts.

Targeted Organizational Departments:

- Product Design
- Marketing
- Research & Development
- Customer Experience
- Information Technology

Targeted Industries:

- Technology
- E-commerce
- Finance
- Healthcare
- Education
- Telecommunications.

Course Offerings:

By the end of this course, participants will be able to:

- Develop and implement a structured User Experience Lifecycle.
- Conduct Contextual Inquiry UX to gather meaningful user insights.
- Design Affinity Diagrams to organize and interpret UX Data Collection results.
- Construct Interaction Design Requirements and Design Informing Models.
- Apply Heuristic Evaluation UX and Rapid UX Evaluation for iterative improvement.
- Integrate UX Metrics and Goals into the product lifecycle to measure success.

Training Methodology:

This course uses interactive and practical learning to foster collaboration and participation. Real-world case studies illustrate effective UX Process Models and Design Production techniques. Participants will work on group projects about User Personas and Sketching UX Concepts for deeper understanding. Hands-on practice in Prototyping Methods will be complemented by feedback from instructors and peers. This practical approach allows participants to apply their learning immediately.

Course Toolbox:

- ebooks covering UX Practitioner Principles and Embodied Interaction concepts.
- Templates for Affinity Diagram UX, Wireframe Creation, and UX Style Guides.
- Checklists for UX Metrics and Goals tracking and Prototyping Methods selection.

Course Agenda:

Day 1: Foundations of UX and Lifecycle Overview

- Guiding Principles for UX Practitioners Topic 1:
- Introduction to UX: Ubiquitous Interaction and Usability Topic 2:
- Transitioning from Usability to User Experience Topic 3:
- Emotional Impact in UX Topic 4:
- Developing a Business Case for UX Topic 5:
- Historical Roots of Usability and User-Centered Design Topic 6:
- Reflect on the evolution of UX and discuss how it applies to current user expectations. Reflection & Review:



Day 2: UX Process Lifecycle and Team Dynamics

- The Wheel: A Lifecycle Template for UX Topic 1: •
- Selecting and Customizing UX Processes for Projects Topic 2: •
- Complexity in UX Systems Topic 3: •
- Building the User Interface Team Topic 4: •
- Defining the Scope of UX within Teams Topic 5: •
- Overview of UX Lifecycle Phases Topic 6: •
- Group discussion on the lifecycle approach and roles within a UX team. Reflection & Review: •

Day 3: Contextual Inquiry and Analysis

- Introduction to Contextual Inquiry Topic 1: •
- Eliciting Work Activity Data: Concepts and Methods Topic 2: •
- Emotional Aspects of Work Practices Topic 3: •
- Abridged Contextual Inquiry Techniques Topic 4: •
- Introduction to Contextual Analysis Topic 5: •
- Organizing Data with Work Roles and Flow Models Topic 6: •
- Analyze real-world examples of contextual inquiry and its impact on design decisions. Reflection & Review: •

Day 4: Ideation and Requirements Definition

- Extracting Interaction Design Requirements Topic 1: •
- Formal Methods for Requirements Extraction Topic 2: •
- Introduction to Design-Informing Models Topic 3: •
- Creating User Models, Usage Models, and Work Environment Models Topic 4: •
- Design Thinking and Ideation Techniques Topic 5: •
- Developing User Personas and Sketching Concepts Topic 6: •
- Interactive session on ideation techniques and translating user needs into design requirements. Reflection & Review: •

Day 5: Prototyping, Evaluation, and Agile Integration

- Prototyping Methods: Fidelity and Interactivity Levels Topic 1: •
- Formative vs. Summative UX Evaluation Techniques Topic 2: •
- Rapid Evaluation Methods: Heuristic Evaluation and UX Inspection Topic 3: •
- Agile UX Development and UX in Agile Environments Topic 4: •
- Affordances in UX Design and Interaction Cycles Topic 5: •
- Reporting and Integrating UX Findings with Software Engineering Topic 6: •
- Final review of prototyping and evaluation techniques, along with a discussion on applying UX principles in agile environments. Reflection & Review: •

How This Course is Different from Other UX Research Courses:

This course blends technical UX skills with strategic insights to prepare professionals for complex UX research challenges. While many programs focus on the basics, this one explores advanced topics like Embodied Interaction, User Behavior Analysis, and Mental Models.

It emphasizes goal-oriented UX evaluation and setting targets, enabling participants to achieve measurable results. With a focus on UX in Agile Development and real-world applications, this training is versatile and applicable across various industries.



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أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

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برشلونة - اسبانيا



روما - ايطاليا



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جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شرم الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة
الامريكية



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مدن التدريب



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ماربيا - اسبانيا



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مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



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WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



AGILE LEADERS
Training Center

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