



Photo: Sébastien Brousse

CONTINUING EDUCATION

USER RESEARCH BASICS / DESIGN THINKING

HOW TO BETTER OBSERVE YOUR USERS

**How can you understand the real needs of users, their uses and their environment?
How can you collect information from your users to tackle your projects differently?
How can you share your clients' experience to improve your products and services?**

DESIGN THINKING

Design Thinking is a method of user-centered creation. It uses the following techniques: Empathy/Observation – Definition – Creation – Prototyping – Test.

Based on knowledge of ethnography and on observation techniques used in sociology, the training offers a practical application of in situ user observation.

The aim: becoming proficient in gathering information in the field, then analyzing and reporting it.

PUBLIC

- Project Managers, R&D, Innovation, Marketing, Production, After-sales Service, Admin, Finance Staff, etc.
- Participants: 4-8 people

OBJECTIVES

At the end of the training program, you will be able to:

- Define user needs
- Collect information about user contexts
- Build a user path, a persona and an Empathy Map

DURATION

1 day (7 hrs)

LOCATION

Nantes or in-company

COST

Inter-company: €500 net/participant

Intra-company: please contact us for details

FINANCING

Financing may be covered by the employer or by a collection body (OPCO) or Pôle Emploi (French employment agency).

CONTACT

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L'ÉCOLE DE
DESIGN
Nantes Atlantique

CONTINUING
EDUCATION

BUSINESS STRATEGY

LEARNING BY DOING

The school has always championed project-led teaching, the aim being to apply the knowledge transmitted to the learner and to test it in the context of a real project. This immersive approach encourages the use of methods and techniques, and develops soft skills such as empathy, creativity, team work and the Maker mentality. This pedagogical method, led by a designer, gives learners the confidence to take a different approach to the innovation process and to embrace the concept of Design Thinking.

ORGANIZATION OF THE TRAINING

WHERE DOES CONTEMPORARY ETHNOLOGY COME FROM?

- The 3 principles of interactionism (Palo Alto system)
- Actor-network theory (Callon and Latour)
- How is behavior regulated?
- Relativism, ethnocentrism, stereotypes, complexity

IMMERSION AND DIRECT OBSERVATION TECHNIQUES

- Participant observation
- Passive immersion (direct, indirect), data
- Semi-structured interviews (life story)
- Focus groups

WHAT IS THE POINT OF IMMERSION?

- Reporting observations: distinguishing between facts and interpretations. Peer review, comparative studies.
- Assumptions and tests... the agile cycle of the scientific method.

ASSESSMENT-VALIDATION

Assessment of the work or exercises carried out during the training by the instructor.

TOOLING: SUPPORT FOR DESIGN

- Insights and pain points
- User path, journey map
- Empathy map, personas
- Pursuing a permanent innovation strategy

PRACTICAL APPLICATION

Depending on the context and possibilities at the training site: outdoor activity to conduct a short situational exercise or video

REPORTING OBSERVATIONS

Restitution of the practical application of observations and debriefing

INSTRUCTOR

Yannick Primel

Ethnologist, UX research, use-led Innovation

OUR REFERENCES

CCI SAINT-NAZAIRE /
CCI BRETAGNE / ORANGE...

TESTIMONIAL

“I particularly appreciated the clarity of Yannick Primel’s comments on a subject which is too often over-simplified. His ethnologist’s perspective certainly contributed to the quality of his presentation as well as to the richness of our discussions.”

Dominique Ingold,

Partner at CP&O - «Les m² heureux»

L'ÉCOLE DE DESIGN NANTES ATLANTIQUE

Created in 1988, and member of the “Conférence des Grandes Écoles”, L'École de design Nantes Atlantique trains professionals to become Designers through initial training or continuing education.

L'École de design Nantes Atlantique is a member of Cumulus, International Association of Universities and Colleges of Art, Design and Media.

It offers a range of corporate services and design promotion: internships, work-study contracts, continuing education, prospective studies, research contracts, innovation watch and organization of themed events.

As such, the school is involved in many national and international professional networks.

It maintains a close relationship with the world of business and industry and has a broad experience in design practice.

Training program selected by Opalia



Training program registered with



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