Strategic User Experience Research and Innovation Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #INN3909_278091

Course Introduction / Overview:

This intensive training course provides a comprehensive exploration of human-centric innovation and user experience (UX) research, designed to empower professionals to create products and services that genuinely resonate with users. In today's competitive landscape, understanding the end-user is not just a best practice; it is the core of sustainable business success. This program moves beyond theoretical knowledge to instill a deep, practical understanding of the methodologies that drive user-centered design. As the renowned cognitive scientist and design critic Don Norman articulated in his seminal work, "The Design of Everyday Things," great design is intuitive and focuses on human psychology. This course, offered by BIG BEN Training Center, embraces this philosophy, guiding participants through the entire innovation lifecycle, from initial ethnographic research and empathy mapping to synthesizing data into actionable insights and fostering a culture of continuous innovation. Participants will learn to uncover unmet needs, validate ideas rigorously, and translate complex user data into strategic decisions that deliver measurable value and create meaningful, lasting user engagement.

Target Audience / This training course is suitable for:

- Product Managers and Product Owners.
- UX Researchers and UI/UX Designers.
- Innovation Managers and Strategists.
- Marketing Professionals and Market Researchers.
- Business Analysts and System Analysts.
- Software Developers and Engineers.
- Project Managers and Team Leads.
- Entrepreneurs and Startup Founders.
- Customer Experience (CX) Specialists.
- Service Designers.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and FinTech.
- Healthcare and Medical Technology.
- Retail and E-commerce.
- Telecommunications and Media.
- Consulting and Professional Services.
- Automotive and Transportation.
- Government Agencies and Public Sector Services.
- Education and EdTech.
- Hospitality and Tourism.

Target Organizations Departments:

- Research and Development (R&D).
- Product Management and Development.
- Marketing and Communications.
- User Experience (UX) and Design.
- Customer Experience (CX) and Support.
- Information Technology (IT).
- Innovation and Strategy.
- Digital Transformation Teams.
- Business Intelligence and Analytics.

Course Offerings:

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

- Master the core principles of human-centered design and design thinking.
- Plan and execute a variety of qualitative user research methods, including interviews and contextual inquiries.
- Design and deploy effective quantitative research instruments like surveys and A/B tests.
- Analyze and synthesize research data to create actionable user personas and journey maps.
- Facilitate collaborative ideation and brainstorming sessions to generate innovative solutions.
- Develop and test low-fidelity and high-fidelity prototypes to validate concepts.
- Integrate UX research methodologies within Agile and Lean development cycles.
- Measure the impact of UX improvements using relevant key performance indicators (KPIs).
- Effectively communicate research findings to stakeholders to drive user-centric decisions.
- Champion a culture of empathy and continuous learning within their organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants not only learn concepts but also apply them. We believe in an experiential learning approach where theory is immediately put into practice. The course is structured around a blend of expert-led presentations, in-depth case study analyses of real-world product successes and failures, and hands-on workshops. Participants will work collaboratively in small groups on a course-long project, taking a challenge from initial discovery to a prototyped solution. This project-based learning allows for the direct application of tools like persona creation, journey mapping, and usability testing. Interactive sessions, facilitated brainstorming, and peer-to-peer feedback are integral to the learning process, creating a dynamic environment that encourages critical thinking and creative problem-solving. Our expert instructors act as facilitators, guiding participants through complex challenges and providing personalized feedback to foster a deep and lasting understanding of human-centric innovation principles.

Course Agenda (Course Units):

Unit One Foundations of Human-Centric Design and UX Research

- The evolution of user-centered design.
- Core principles of human-centric innovation.
- Distinguishing between user experience (UX), usability, and customer experience (CX).
- The role of empathy in the design process.
- Ethical considerations in conducting user research.
- Introduction to the Design Thinking framework.
- Understanding the UX research lifecycle from planning to reporting.

Unit Two Mastering Qualitative Research Methods

- Conducting effective stakeholder and user interviews.
- Techniques for ethnographic research and contextual inquiry.
- Developing insightful observation and listening skills.
- Crafting user personas and empathy maps from qualitative data.
- Introduction to the Jobs-to-be-Done (JTBD) framework.
- Facilitating focus groups and co-creation workshops.
- Fundamentals of qualitative data analysis and affinity mapping.

Unit Three Leveraging Quantitative Research for Data-Driven Insights

- Designing and implementing effective user surveys.
- Understanding sampling methods and statistical significance.
- Introduction to web and mobile analytics for UX insights.
- Planning and executing A/B and multivariate tests.
- Defining and tracking key UX metrics and KPIs.
- Card sorting and tree testing for information architecture.
- Combining qualitative and quantitative data for a holistic view.

Unit Four Synthesis, Ideation, and Prototyping

- Translating research findings into actionable design principles.
- Creating detailed customer journey maps and service blueprints.
- Facilitating structured brainstorming and ideation techniques (e.g., SCAMPER, Crazy 8s).
- The art of storytelling for communicating research insights.
- Introduction to low-fidelity prototyping (sketching and wireframing).
- Developing interactive mid-to-high-fidelity prototypes.
- Planning and conducting formative usability testing sessions.

Unit Five Strategic Implementation and Advanced Topics

- Integrating UX research into Agile and Scrum workflows (Lean UX).
- Communicating research and advocating for the user in a business context.
- Measuring the Return on Investment (ROI) of UX initiatives.
- Designing for accessibility and inclusive user experiences.
- Exploring the future of UX research with AI and emerging technologies.
- Building a user research repository and knowledge management system.
- Developing a personal action plan for implementing learnings.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might organizations evolve their structures and processes to truly embed a human-centric mindset, moving it from a departmental function to a core organizational philosophy?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic and strategic perspective that bridges the critical gap between user research and tangible business innovation. While many courses focus narrowly on specific research tools or design software, our curriculum is architected to cultivate strategic thinkers who can translate deep user empathy into actionable product and service strategies. We emphasize the "why" behind the methods, ensuring participants understand how to select the right research approach for any given business problem. The program's uniqueness lies in its strong focus on synthesis and communication; it is not enough to gather data; one must be able to craft a compelling narrative that influences key stakeholders and drives organizational change. Through a project-based methodology that simulates real-world challenges, participants move beyond academic exercises to build a practical skill set in a collaborative, feedback-rich environment. This course is designed not just to train researchers, but to develop the next generation of human-centric leaders and innovators.