



## USER RESEARCH AND USABILITY TRAINING

### Overview

Developing successful technologies that fit customers' lives and work requires a deep understanding of said customers and their context. To do otherwise is to risk project failure, low product adoption, and high costs correcting design problems after product or service launch.

Fraunhofer AICOS offers a custom-built training series on User Research and Usability to help clients learn about their own clients or users. The program focuses on methods for collection, analysis and evaluation of qualitative data, as well as methods for technology assessment in the lab or in the wild. Through the analysis of practical examples from our years of experience in designing technology-mediated solutions for several user groups, including non-mainstream audiences, we are able to provide best-practices from real-world scenarios. For quicker consulting with our experts in human-centred and interaction design, our partners are also invited to bring their own products in order to receive personalised feedback on usability, interaction or inclusive design, coupled with recommendations for product improvement.

### Key benefits

- Bespoke training sessions targeting your needs and challenges, coupled with exercises designed for your specific context, and practical examples from Fraunhofer AICOS' work;

- Capacity building in your team, so that human-centred design processes can be implemented more easily in your innovative product development;
- Access to a team of researchers who are up-to-date with latest technologies, methods, and scientific advancements in user research and usability.

### Contents

#### User Research

Basic concepts of user experience research methods such as ethnographic field studies, focus groups, participatory design, diary studies or interviews, among others.

#### Co-Design

Hands-on sessions on ideation, elicitation, and co-design of requirements informed by user-research, i.e. actionable insights.

#### Technology Assessment

Introduction to methods, techniques and tools for technology assessment of products and prototypes throughout the different phases of development.

#### Analysis of Qualitative Data

Methods and best practices for the analysis of qualitative data, including Thematic Analysis or Grounded Theory.

#### “Bring your own app”

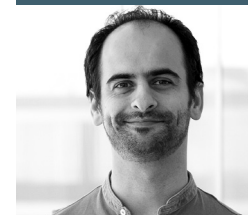
Personalised feedback, based on heuristic analyses, regarding usability and interaction design of the client's products.



**Ana Correia de Barros** is the Head of the Human-Centred Design department at Fraunhofer AICOS, conducting research on assistive products and inclusive design strongly informed by qualitative fieldwork. With a background in industrial design, she holds a PhD in industrial engineering and management from UBI, was a researcher at IADE, led the R&I area at a rehabilitation centre (CRPG) and lectured at different universities.



**Francisco Nunes** is a senior researcher at Fraunhofer AICOS. With a background in informatics, he holds a PhD in Human-Computer Interaction from TU Wien. Francisco is an expert in user research, ethnographically informed design, user-centred design, participatory design approaches, and evaluation of technologies for older people, especially in the healthcare domain.



**Ricardo Melo** is a senior researcher at Fraunhofer AICOS. With a background in communication design and multimedia, he holds a PhD in Design from the Faculty of Fine Arts of the University of Porto. Ricardo is an expert in communication design, user experience, interaction, interface and game design, accessibility and usability.