



4+ Weeks

User Research, Product and Market Analysis

User Experience Design & User Research

Guided E-Learning Bootcamp with mentoring

User Research, Product and Market Analysis

BESCHREIBUNG

What you can expect

In the evolving landscape of User Experience (UX) Design, professionals are increasingly met with the challenge of optimizing experiences with digital products. A deep understanding of users is a prerequisite here. User research, as a unique branch of UX, plays an essential role here, offering diverse, in-demand career opportunities.

In this course, you will develop the ability to better understand your target demographics through user research, develop empathy for your users, and integrate this knowledge into the entire product development process. This will enable you to develop innovative solutions that satisfy users and ensure enjoyment and customer loyalty.

What you will learn

In the context of User Experience (UX) Research, this course provides you with an in-depth exploration of the key concepts and methods that are essential for gaining valuable insights and creating effective digital experiences. By the end of the course, you will be a key player in the development of human-centered products using state-of-the-art techniques and methods from UX research.

The curriculum focuses on the formulation of robust research strategies and questions and the selection of appropriate research and data collection methods. From user interviews to usability testing, you will gather practical experience in the collection and meaningful summary of qualitative and quantitative data.

Whether it's unmet user requirements, validation of design hypotheses, or informed decision making, you will play an important role in representing the user's voice, as well as in digital innovation.

Who Should Practice

- **Individuals** who are already working in companies, agencies or consulting, in product research or development, or in the development of websites, apps and software, or who want to work in these areas.
- **People** who have already worked in the fields of research, design, marketing, media, IT, management, consulting and customer service.
- **Individuals** who specialize in user experience design and research and want to acquire solid practical knowledge.

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Module 1- UX BASICS

Basics of User Experience and Usability

You will develop an understanding of the functional areas of usability and user experience and can define their terms, objectives, and background.

UX Design Process and Methods

You will learn about the iterative UX design lifecycle – from research to validation in the context of other design processes. In addition, you will understand how this course fits into the overall UX process – from understanding users to delivering results.

Case Study on the Value of User Research

You will understand the value of user experience through case studies. You will examine how research results contribute to informed decision-making in the product design process and to the sustainable fulfillment of user requirements.

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Module 2 - GENERATIVE RESEARCH

Data Collection Methods

You will master qualitative methods, such as user interviews, ethnographic studies and other data collection methods. In doing so, you will acquire skills in applying the latest survey techniques to generate profound user insights.

Methods of Data Synthesis

You will learn techniques for data analysis as well as for the transformation of raw data into meaningful results and acquire knowledge in the visual representation of important UX insights such as user affinities, personas, and pain points.

Reporting and Final Insights

You will learn and practice strategies for summarizing and presenting research results. You will enhance your narrative storytelling skills to communicate insights and recommendations in a way that resonates deeply with stakeholders.

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Module 3 - EVALUATIVE RESEARCH

Qualitative Data Methods

You will perform usability testing, card sorting, and tree testing to obtain in-depth qualitative feedback on specific product aspects to maximize optimization potential.

Quantitative Data Methods

You will master web analytics, A/B testing, user analysis, and other quantitative techniques to evaluate UX metrics, validate hypotheses, and identify optimization fields.

Experience Mapping & Product Metrics

You will define key performance indicators and metrics frameworks to assess the business impact of a product. You will calculate ROI of UX investments by associating qualitative and quantitative results with product KPIs.

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Modul 4 - MARKET AND COMPETITION ANALYSIS

Competitive Analysis

You will learn techniques such as feature analysis, user experience audits, and SWOT assessments to gain 360-degree insight into competitor products, strengths, and weaknesses.

Product Scope and Roadmap

You will use market trends, user requirements, and competitive insights to develop robust product roadmaps and positioning strategies.

Product Strategy

You will develop the ability to summarize analytical results in meaningful, comprehensible reports that present the market landscape, product opportunities, and strategic recommendations in a compelling, data-driven manner.

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NUMBERS & FACTS

Language: English

Max. Participants: 12

Time: 3+ Monat

Scope: 450 hours / 600 lessons

Expense: 10-40 per week

Price: € 6.240,00

Cancellation: Cancellation free of charge up to 14 days before start.

Satisfaction Guarantee: up to 14 days aer the start without risk.

CERTIFICATE

For completing the seminar participants receive the certificate „*User Research, Product and Market analysis*“ by the XDi – Experience Design Institut.

INCLUDED SERVICES

- International recognized certificate
- Practice with mentor
- Own project with portfolio
- Personalized mentoring
- 10 hours of video material
- High-quality training documents in digital form
- Numerous templates for daily work
- Loads of best practices and online resources
- Community for exchange and discussions with other participants
- Links, literature and tool-tips

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MENTOR



Christopher Leineweber

Lead Product Designer, Design Consultant & Lecturer

Christopher started his career as a UX designer in the agency environment, predominantly on Volkswagen as a client. After some time, he moved to the digital agency of Commerzbank. This was followed by a stopover at Dr. Oetker's Innovation Lab with a focus on design research and incubations. After that, he took care of a team of interdisciplinary Designer:innen in the startup of Deutsche Bank, until he was taken over by the group. For some time now, he has been working for Vanguard, the largest bond fund provider worldwide

MENTOR



Anke Friedrich

Communication Designer & Art Director

Anke Friedrich studied communication design at the Düsseldorf University of Applied Sciences and has been working as a permanent and freelance creative for various agencies in Germany since 2012. Her main interests lie in corporate and brand design, as well as in the UX/UI conception of digital products. In the past, she has also gained a lot of experience in the area of digitisation processes in packaging development. She always enjoys thinking outside the box in order to create the best possible, sustainable user experiences.

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MENTOR



Stefan Schmitt

Diplom-Designer, Systemic management coach, trainer, mentor, author and entrepreneur

Stefan is an experience designer, XD trainer and systemic management coach. He is a passionate designer and is always looking for ideas, ways and solutions to make the world a better place. He worked for almost 20 years as a freelance designer and consultant for international companies and agencies. In 2014 he founded the XDi – Experience Design Institute to help people create innovative, intelligent and people-friendly products, services and systems. Stefan has been practicing Zazen, Yoga and QiGong for about 20 years to make his life better, happier and more meaningful.

YOUR BENEFITS

- First-class instructors with a strong practical knowledge and extensive experience in the international context.
- Didactically prepared and creatively implemented learning content.
- Practically applied and solid theoretical knowledge
- Use the latest results of brain-research.
- Integrated coaching and mental training methods.
- Umfangreiche Seminarunterlagen mit vielen weiteren Tipps, Tricks & Links.
- Personal, informal handling.
- Recognized as educational leave.

OUR ADDED VALUE

The XDi works with new and interactive education programs based on current findings in brain research. Our credo is „learning by doing“ – our participants learn the application of relevant methods and techniques using practicals exercises in small groups.

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CERTIFICATIONS



REVIEWS



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TESTIMONIALS

„Even after several years of professional experience in UI/ UX design, I still wanted to expand my knowledge of UX research and UX analysis. Here I found the further training to the Certified User Experience Designer of the XDi much more extensive compared to other providers. And indeed, I was able to take away a lot of knowledge here and now feel much more confident in dealing with it.“

- Katharina Kirschner

„The seminar explains the connections between the different research and prototyping methods very clearly. All important methods are explained and supported by many exercises. The cheerful trainer created a good atmosphere.“ - Andreas Lemburg

„Excitingly prepared, well-founded and very comprehensible on the basis of practical examples. Stefan's many years of experience offered me great added value, especially in the practical tasks and exercises. Not only for beginners.“ - Christian Franke

„Customer-focused work, isn't that what we do? How far one's own thoughts and actions are partly removed from it becomes clear in this seminar. The focus is not on the solution but on the customer's needs. What would our persona do? What are the top tasks?“

- Silke Thomas

REFERENCES

Weitere Referenzen und Teilnehmerstimmen auf xd-i.com/referenzen

otto group



Handelsblatt



DAIMLER

BOSS
HUGO BOSS

Douglas

CHECK24

adidas
GROUP

Allianz

MEMBERSHIPS



INTERACTION DESIGN
FOUNDATION

kursfinder.de