



Sperientia [Studio+Lab]®

Offer of Sperientia Courses and Workshops

Spring 2022



Purpose

Sperientia [studio + lab]® offers companies and organizations instructional services to initiate or improve the capacities of the team of people who orchestrate and coordinate effort in design of the user / customer experience for the innovation of digital products and services.

Topics

Sperientia [studio + lab]® offers instruction in the following topics:

COURSE / WORKSHOP **NEW in 2022**

Customer Research Workshop with the Theory and Practice of *Jobs-to-be-Done*

With a central focus on understanding and modeling customer needs and defining opportunities for innovation in products and services, this workshop provides the theories, language, methods and practices of the Jobs-to-be-Done (JTBD) scheme, as defined by Clayton Christensen (Harvard Business School). The workshop introduces a conceptual and pragmatic framework as the basis for defining and mapping our client in a way that transcends the traditional approach (psychographic or demographic) and allows us to understand what the problem is to solve for the people we serve.

The workshop covers the following topics:

- JTBD Theory: Core concepts
- Investigating JTBD: Jobs interviews / Switch interviews
- JTBD Analysis and Mapping
- Techniques to detect value
- JTBD application case: Interviews and Surveys
- Principles for the analysis of Innovation opportunities with JTBD
- Strategy for integration and implementation of JTBD in organizations

Duration: 24 hours

Format: Videoconference via Zoom in one or two weekly sessions of 4 hours each, for a total of 6 sessions.

COURSE / WORKSHOP

People-Centered Innovation Workshop with Design Thinking

In this workshop, we present people centered design and Design Thinking as a general strategy for innovation and problem-solving, aiming to produce solutions focused on people and created with incremental and iterative schemes through prototyping and testing. It starts with proposing changes of mentality (*mindsets*) in the participants that allow them to approach and initiate change processes for the creation of products and services with agile schemes and focused on the people experience.

The workshop covers the following topics:

- Development of creative (self) confidence
- General Model of Design Thinking: Processes and Mindsets
- Development of Empathy and Identification of Needs
- Solution Space vs. Problem Space: Framing Problems
- Ideation Processes and Creation of Ideas Portfolio
- Prototyping of Solutions
- Methods and Processes of Evaluation and Testing of Ideas
- From Design Thinking to Design Doing

Duration: 16 hours

Format: Videoconference via Zoom in one or two weekly sessions of 4 hours each, for a total of 4 sessions.

COURSE / WORKSHOP **NEW in 2022**

Workshop on Research Methods for the Discovery of Digital Solutions

This course / workshop trains participants as user researchers focused on discovering opportunities for designing solutions based on an understanding of the contexts in which people live, understanding their intentions, habits, preferences and living realities. This is achieved by applying the paradigms of research methods with an emphasis on field work, qualitative comparative analysis of data to identify patterns, and the use of tools that capture knowledge and allow its communication to those people designing and developing digital products and services.

The workshop covers the following topics:

- General lines of definition of research methods for discovery

- Field research methods: systematic observation, in-depth interview, contextual inquiry, newspaper studies, guerrilla research, surveys, focus groups Research
- Methods validation of prototypes and solutions: usability testing, testing content, *cardsorting*, validation of content
- Analysis of qualitative data with systematic comparison and modeling: analysis comparative of evidence, affinity diagrams, grounded theory,
- Application results to archetypes of users /customers, *customer journeys*, and scenarios, user stories
- Report and presentation of results for decision-making for product design

Duration: 24 hours

Format: Videoconferencing via Zoom in one or two sessions per week of 4 hours each, for a total of 6 sessions.

COURSE / WORKSHOP

Lean UX Workshop: Elements of User-Centered Design for Agile Teams

This workshop provides an introduction to the methods and strategies for user-centered design through the Lean UX approach. Starting from the proposition of assumptions and hypotheses that define an experiment-oriented approach, Lean UX proposes a framework that through an iterative process consolidates the definition of the product, eliminating uncertainties through the clarification of elements of greater value for the client. Lean UX is based on traditional user-centered design principles and Lean Management philosophy, allowing it to be inserted into Agile software development schemes such as *Scrum*.

The workshop covers the following topics:

- Business Relevance of User-Centered Design
- General principles of Lean UX
- Outcome-Oriented Design (*Outcomes*)
- Collaborative Design & Design Studio
- Minimum Viable Products (MVP) and Prototypes
- Feedback and Research

Duration: 16 hours

Format : Videoconference via Zoom in one or two sessions per week of 4 hours each, for a total of 4 sessions.

COURSE / WORKSHOP **UPDATED in 2022**

Workshop on Evaluation of User Experience with Interactive Systems

This course presents methods for the *qualitative* evaluation of User Experience with digital products and ecosystems (e.g. web and mobile applications, consumer electronics, public information displays, etc.). It presents the evaluation schemes that allow defining the level of the User Experience with a digital product and exploring opportunities for improvement. Models are defined and strategies are established to apply face-to-face tests with users, remote tests with digital tools and combinations with analytics, focus groups or surveys.

The workshop covers the following topics:

- Positioning strategy for evaluating User Experience in the Life Cycle of a Digital Product
- Definitions of Usability, User Experience, Accessibility
- Test Methods with Users in person
- Methods and Digital Tools for User Testing remotely
- Strategies for combining User Experience evaluation with Analytics, and other evaluation methods
- Analysis, interpretation and presentation of results (reports and *slide-decks*)

Duration: 16 hours

Format: Videoconference via Zoom in one or two sessions per week of 4 hours each, for a total of 4 sessions.

COURSE / WORKSHOP **NEW in 2022**

User Experience Measurement and Benchmarking Workshop

This course / workshop offers participants an introduction to the techniques of design, execution, analysis and presentation of quantitative studies to measure and compare the experience of products or services with themselves, between different groups of users, or in contrast to one or more alternatives on the market. The elements to design this kind of studies are presented, including the selection of metrics and instruments, the software tools to implement them, the statistical analysis techniques to establish and assess the results, and the standard ways of presenting the conclusions and implications of the findings to different audiences.

The workshop covers the following topics:

- Definitions and metrics of user experience
- Instruments and measurement techniques
- Design principles of controlled evaluation studies with users
- Statistics for the analysis of user experience

- *Online tools* for summative, non-moderate and benchmarking tests
- Principles of instrumented measurement of user experience: Biometrics, *Eyetracking, Facial Expressions*
- Case of Implementation of Summative study with Loop11
- Benchmarking of User Experience
- Presentation of results (reports and *slide-decks*) to different audiences

Duration: 24 hours

Format: Videoconference via Zoom into one or two sessions per week of 4 hours each, for a total of 6 sessions.

This course / workshop may include an additional 4-hour classroom component to do internships at the UX Measurement Laboratory (Lab MUX) in San Andrés Cholula. Check with Sperientia [studio + lab]® to verify the availability of this option.

COURSE

Course on Fundamentals for Interaction Design

In this course the elements of cognitive psychology, physiology, ergonomics, neuroscience, sociology and behavioral economics are studied with which the behavior of human beings is understood, individually and in groups, during their interaction with digital products and ecosystems (web and mobile applications, consumer electronics, public information displays). Through the analysis of these fundamentals and their application to the design and evaluation of interactive experiences, the participant will be able to define parameters of the success of the operation, usability, aesthetics and desirability of a product, and will have the ability to evaluate these metrics.

The course covers the following topics:

- Sensory (Perception and Structuring of Visual Stimuli, Visual Response and Vision, Sensitivity and Time Requirements)
- Cognitive (Attention, Memory, Cognitive Load)
- Behavior (Planned Behavior, Decision-Making under Risk, Motivated Behavior)
- Influence and Persuasion
- Socialization (Social Identity Theory, Social Validation, Conformity)
- Principles of Intuitive Design
- Inspection and Expert Evaluation from the fundamentals of interaction design

Duration: 24 hours

Format: Videoconference via Zoom in one or two sessions per week of 4 hours each one, for a total of 6 sessions.

Workshop on Principles of Service Design Innovation Customer Focus

This workshop provides an introduction to the design of services (*Service Design*), a scheme of modeling and visualization that builds on the fundamentals of design focused on people and focuses on the holistic representation (*cross-silo*) of the *Customer Experience*. The workshop emphasizes service modeling through the creation of People (customer profiles), *Customer Journey* (customer journeys) and *Service blueprints* (Service Plans) and *Stakeholder Maps*. We present strategies and methods to conduct workshops for modeling / design services, and we presented tools to facilitate the documentation of the designs.

The workshop covers the following topics:

- Customer-Centered Innovation as a Business Strategy
- Fundamentals for the Design of Services
- Methods for the Design of Services (*Service Design*):
 - Modeling of People
 - Modeling of *Journeys*
 - Modeling of Maps of Stakeholders
 - Modeling of Service Plans
- Principles of Validation, Refinement and Creation of Services
- Connection of *Service Design* with other schemes of innovation and development of products and services
- Strategies to start with *Service Design* in your organization

Duration: 16 hours

Format: Videoconference via Zoom in one or two sessions per week of 4 hours each, for a total of 4 sessions.

COURSE

Course on Strategic Positioning of Design and Evaluation of User Experience (UX)

This course introduces elements of management and organizational design, negotiation, decision-making and metrics that allow to strategically establish User Experience efforts within the context of an organization and from the perspective of what makes sense to the business of this organization.

The course covers the following topics:

- Practical Ideas to Define a UX Strategy
- Integration of UX with Agile / Lean / DT Schemes
- Integration of UX with Digital Transformation
- Identification, Selection and Development of Talent for UX
- Organizational Design for Design Organization

- Communication of results of UX Design and Evaluation

Duration: 16 hours

Format: Videoconference via Zoom in one or two sessions per week of 4 hours each, for a total of 4 sessions.

Clarifications

Each workshop/course lasts between 16 and 24 hours. The courses are taught by videoconference via Zoom in one or two sessions per week of 4 hours each. The workshops are given to a group of minimum 4 people and a maximum of 24 people. The size of the group determines the cost and also determines some elements of the teaching scheme. There are no prerequisites to take any of the workshops.

All the workshops are given by Dr. Víctor M. González, CEO-Founder, with the partial support of the team of researchers and designers from Sperientia [studio+lab]®. Several cases and tools are presented in the context of the research projects carried out by our agency with the aim of allowing participants to feel practically how knowledge is applied in a professional environment.

After the workshops are given, Sperientia [studio+lab]® can offer a consulting service to follow up and accompany any implementation project that the workshop participants wish to develop. Such services are defined and offered on time and cost based on the client's requirements.

For more information, write to hola@sperientia.com and we will contact you right away to make an appointment and talk via videoconference about your needs, goals and priorities.

About Sperientia

Sperientia [studio + lab] ® is a company specialized in helping the leaders of organizations to establish innovation strategies focused on the customer / user experience to design and develop better products and services. Since 2019, Sperientia [studio + lab] helps companies in Mexico and Latin America and serves organizations in sectors such as retail, logistics, health, government, telecommunications and finance.

About the Lead Instructor:



Víctor M. González (Ph.D., M.Sc., Cert. Eng) is an international consultant and expert in strategic innovation and the design and research of optimal user experiences for interactive digital products and services. He is the founder and director of Sperientia [studio + lab], a research agency that helps companies in America and Europe design and create better digital products and services. Headquartered in San Andrés Cholula, but with more than 45 employees distributed in Mexico, Colombia, Peru, Chile and Brazil, today it serves leading international organizations in sectors such as retail, logistics, health, government, education, telecommunications and finance.

Dr. González has held positions as professor, teacher and researcher at the University of Manchester (UK), the Universidad del Azuay (Ecuador), the Universidad del Rosario (Colombia), the University of California at Irvine (USA), the Autonomous University of Nuevo

León (Mexico), the University of Guanajuato (Mexico), the Ibero-American University Puebla (Mexico) and for more than eight years, at the Autonomous Technological Institute of Mexico (ITAM) where he was a senior research professor and Head of the Academic Department of Computing. He currently teaches part-time professor at the ITAM Business School where he teaches about innovation, product design and strategic management of technology. Since 2019 he has been a coach in the Seth Godin's altMBA program.

Dr. González has received instruction in the executive program *Innovation Master Series* of the d-School of Stanford University (USA), has participated in the training program for Academic Leaders of the Massachusetts Institute of Technology (USA), and is an agile design practitioner certified as Scrum Master Certificate and Scrum Product Owner Certificate by the Scrum Alliance (USA). He has also been certified by the Service Design Network (SDN) as an Accredited Trainer. Dr. González has participated in the Disruptive Innovation program, created by Professor Clayton Christensen and taught by Harvard Business School. He has also participated in the Service Design training program taught by Marc Stickdorn and the Jobs-to-be-Done training program taught by Jim Kalbach. Dr. González received the Foundation Certificate in User Experience from the British Computer Society.

Dr. González has more than 20 years of experience teaching courses in Human-Computer Interaction, Human-Centered Design, Usability Evaluation and User Experience, Design Thinking and Customer-Centered Innovation, Service Design and other related topics to the Strategy for the Innovation of Digital Products and Services.