

PUBLIC: 1 800 € Excl. VAT*

PRIVATE: from 8 900€ Excl. VAT*

* Applicable rates from 1/1/24 to 12/31/24

2 DAYS (14 h)

PRODUCT DESIGNER

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Gain impact within your organization by designing digital products with high customer and business value



Target audience and prerequisites

- ✓ **UX Designer** who wish to have more impact within their Product organization
- ✓ **UI Designers** looking to intervene at an earlier stage of the design process
- ✓ **Product Designers** who want to formalize and improve their practices

Participants should have a **basic knowledge of design** (graphic communication, interaction or product design, etc.).

Training objective



Learn how to **integrate Product Design effectively** into all stages of digital product **design** and **improvement**.



- ✓ **COLLABORATION:** Understand the role and combine **Product Management** and **Product Design** for a greater impact
- ✓ **CONTEXT:** Adapt your approach to the **product's context and challenges**
- ✓ **FACILITATION:** Align the various stakeholders of an organization on **problems and their de-risked solutions**
- ✓ **DESIGN:** Design and test the relevance of solutions by finding the right balance between **user needs, profitability and technical constraints**

Acquired skills assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate of completion**.

Product Designer

Training program

92%

satisfaction rate
in 2023

Training program

2 DAYS (14h)

MODULE 1 Back to Product Design basics

- Understand Product culture and its impact on Design
- Understand the different types of Design organizations
- Define the role and missions of the Product Designer within a Product team and its processes
- Enhance the impact of Design on Product strategy

PRODUCT CULTURE

IMPACT

PRODUCT DESIGN BASICS

MODULE 2 From Research to Ideas

- Organize the Design process, from problem to solution
- Choose the right user research tool depending on the context
- Summarize and share research results within the organization with user AND business value in mind
- Facilitate idea generation by avoiding biases

DESIGN THINKING

USER RESEARCH

MODULE 3 From Ideas to Design

- Adapt design efforts for a greater impact
- Materialize the user experience
- Lead co-design workshops and bring the team together around one or more potential solutions
- Apply good interface design practices

CO-CONCEPTION

MVP

PROTOTYPING

SKETCHING

MODULE 4 How to validate and share your solutions

- Formalize and test design solution hypotheses by being data-informed
- Adapt your approach to convince the various players in your organization
- Streamline collaboration with developers
- Industrialize design within Product with the *Design system*

COLLABORATION

DESIGN SYSTEM

Thiga Academy

Our support



Teaching method

Practical work accounts for around 40% of the course. To that we add **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 people**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training session**, subject to availability of places and to receiving the **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

Thiga's certification



Product expert certification

Skills development begins with training and ends with certification. Our certification, created from start to finish by our Thiga consultants and trainers, enables trainees to assess and validate their skills, enhance their expertise and develop their careers by taking an exam, which is recognized by the Product community.

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

- ✓ Onboard new team members
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ Create internal career paths

Thiga Academy

Our Trainers and Alumni



Our trainers



Our training courses are led by one of our **experts**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

What our Alumni say



“I think Thiga's design mindset is in tune with the issues of our time and invites us to think about how to get decision-makers on board within organizations and how to encourage qualitative action on usage and behavior.”

Rose-Marie — Product Designer at Infogene



“A very warm welcome from the members of Thiga, especially from our trainer. Her feedback was very enriching and she knew how to adapt certain elements to her audience (and notably to me).”

Océane — Product Designer at RCA

Our Partners & Clients



Thiga Academy

Our training path



Product Basics

Product Owner
2 days

PRIVATE

Figma Advanced
1 day

PRIVATE PUBLIC

Product Culture awareness
1 day

PRIVATE

Advanced Product Owner
2 days

PRIVATE PUBLIC

Agile Awareness
1 day

PRIVATE

Product Builders 0 à 2 ans

Product Manager
2 days

PRIVATE PUBLIC

Product Marketing
2 days

PRIVATE PUBLIC

Product Designer
2 days

PRIVATE PUBLIC

Tech for PM
avec le wagon
1 day

PRIVATE

Product Builders 4-5 years and above

Lead Product Manager
2 days

PRIVATE PUBLIC

Product Builders 2-4 years

Data Informed PM
2 days

PRIVATE PUBLIC

Advanced Product Manager
2 days

PRIVATE PUBLIC

Design System
2 days

PRIVATE PUBLIC

Product Soft Skills
2 days

PRIVATE

Discovery Discipline
2 days

PRIVATE PUBLIC

Product Leaders 4-5 teams and more

Building a great product organization
1 day

PUBLIC

Unlock your team's power
avec WILL
18 hours

PUBLIC

Create and implement a Product strategy
1 day

PUBLIC

Scaling your Product organization
1 day

PUBLIC



Thiga Academy

About Thiga



Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our aim? To give the Product community access to actionable advice and methods, from the basics of Product Management to setting up a Product organization. Our entire training program is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who want to **share their experiences** and find the best ways to **turn their ideas into reality**. We give the European community of Product People the means to **promote the product spirit** in their companies.



Our Media

Discover the media that informs the **Product leaders** of today and tomorrow. You'll find all the Product content you need to support and inspire you every day: practical information sheets, opinion pieces from leading experts, themed series and feature stories. In short, original content to get you through the doors of the best tech companies.

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