UX Research Methods for Public Sector Products Training Course

Professional Development Training Course Outline

Category	Public Sector Innovation	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

User experience (UX) research is a cornerstone for developing effective, efficient, and citizen-centric public sector products. In the digital transformation era, governments and public organizations are increasingly relying on UX research methods to ensure services are intuitive, accessible, and meet the diverse needs of their communities. UX Research Methods for Public Sector Products Training Course offers comprehensive training in qualitative and quantitative UX research techniques, emphasizing their application in public sector products, including e-governance platforms, municipal dashboards, and public service apps. Participants will gain hands-on experience with user interviews, usability testing, surveys, journey mapping, and data analytics, all designed to improve the citizen experience.

Public sector products require a nuanced understanding of stakeholder expectations, policy constraints, and usability challenges. This course equips learners with the skills to conduct user research that informs evidence-based design decisions, reduces service inefficiencies, and increases engagement with government services. Participants will explore emerging trends such as inclusive design, behavioral insights, and rapid prototyping while learning to translate research findings into actionable strategies for product improvement. By the end of this course, learners will be proficient in planning, executing, and analyzing UX research specifically tailored for public sector applications, fostering digital innovation in government services.

Programme Curriculum

UX Research Methods for Public Sector Products Training Course

Introduction

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Course Objectives

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

1. Understand the principles and importance of UX research in public sector products.
2. Apply qualitative research methods such as interviews, focus groups, and contextual inquiries.
3. Conduct quantitative research through surveys, analytics, and A/B testing.
4. Map user journeys to identify pain points and opportunities for service improvement.
5. Develop personas representing diverse public sector users.
6. Utilize usability testing techniques to evaluate product effectiveness.
7. Analyze UX research data using statistical and thematic methods.
8. Integrate inclusive design principles to serve all citizen groups.
9. Translate research findings into actionable design recommendations.
10. Collaborate effectively with cross-functional teams, including policymakers and developers.
11. Apply rapid prototyping methods to test hypotheses and iterate designs.
12. Leverage behavioral insights to influence citizen engagement and satisfaction.
13. Implement UX research best practices within public sector constraints.

Organizational Benefits

- Improved citizen satisfaction through user-centered design.
- Reduced inefficiencies in public service delivery.
- Enhanced accessibility and inclusivity of digital platforms.

- Increased adoption rates of e-governance services.
- Data-driven decision-making for policy and service improvements.
- Stronger collaboration between UX researchers, designers, and policymakers.
- Better allocation of resources by identifying high-impact improvements.
- Accelerated digital transformation initiatives.
- Increased transparency and accountability in public services.
- Measurable impact on service quality and citizen trust.

Target Audiences

1. UX researchers and designers in the public sector
2. Digital transformation officers
3. Product managers for government services
4. Public policy analysts
5. Civic technology specialists
6. IT project managers in government
7. Human-centered design consultants
8. User experience strategists

Course Duration: 10 days

Course Modules

Module 1: Introduction to UX Research in the Public Sector

- Understanding citizen-centered design principles
- Importance of UX research for public services
- Key challenges in public sector product design
- Overview of qualitative and quantitative research methods
- Case study: Improving a municipal services portal
- Hands-on activity: Identifying UX gaps in a public service

Module 2: User Interviews and Focus Groups

- Designing effective interview questions
- Conducting focus groups for diverse user groups
- Capturing and analyzing qualitative data

- Ethics in public sector UX research
- Case study: User interviews for government benefit applications
- Activity: Mock focus group session

Module 3: Surveys and Quantitative Research

- Creating effective surveys for citizens
- Statistical analysis for UX research
- Using analytics to inform design decisions
- Interpreting survey and usage data
- Case study: Evaluating a city transport app
- Exercise: Designing a survey instrument

Module 4: User Personas and Segmentation

- Creating personas for diverse citizen groups
- Segmentation techniques for public sector users
- Mapping citizen needs and motivations
- Integrating personas into design processes
- Case study: Personas for e-governance platforms
- Activity: Persona creation workshop

Module 5: Journey Mapping and Experience Flows

- Mapping the citizen journey
- Identifying pain points and opportunities
- Visualizing service touchpoints
- Aligning journey maps with policy objectives
- Case study: Public health service journey map
- Exercise: Create a journey map for a government service

Module 6: Usability Testing Methods

- Planning usability tests
- Conducting tests with diverse participants
- Analyzing usability metrics
- Reporting actionable recommendations

- Case study: Testing an online tax filing platform
- Activity: Conduct a usability test

Module 7: Data Analysis and Interpretation

- Thematic analysis for qualitative data
- Statistical methods for quantitative data
- Tools for UX data visualization
- Reporting insights to stakeholders
- Case study: Data-driven redesign of a public website
- Exercise: Analyzing collected research data

Module 8: Inclusive and Accessible Design

- Principles of inclusive UX
- Designing for accessibility compliance
- Addressing barriers for underserved populations
- Case study: Making government portals ADA compliant
- Hands-on exercise: Accessibility audit
- Activity: Redesign an inaccessible feature

Module 9: Behavioral Insights in Public Services

- Applying behavioral science to UX research
- Nudging citizen behavior through design
- Measuring impact of behavioral interventions
- Case study: Increasing citizen engagement in municipal programs
- Activity: Behavioral insight experiment
- Discussion: Ethical considerations

Module 10: Rapid Prototyping and Iteration

- Creating low-fidelity prototypes
- Iterative testing and refinement
- Tools for rapid prototyping in government projects
- Case study: Prototyping a public transport app
- Workshop: Build and test a prototype

- Activity: Feedback loop integration

Module 11: Collaboration and Stakeholder Management

- Working with cross-functional teams
- Communicating research insights effectively
- Managing stakeholder expectations
- Case study: Multi-department UX project
- Role-play: Presenting UX findings to leadership
- Exercise: Stakeholder alignment session

Module 12: Implementing UX Research Practices

- Institutionalizing UX research in government
- Building research repositories and knowledge bases
- Creating research guidelines and policies
- Case study: Long-term UX improvement plan for a city service
- Exercise: Develop UX research policy draft
- Activity: Roadmap for research integration

Module 13: Advanced UX Research Tools and Techniques

- Eye-tracking, heatmaps, and analytics tools
- Remote usability testing methods
- Data triangulation for research validation
- Case study: Using advanced tools to redesign public services
- Hands-on tool demo and exercises
- Activity: Analyze tool-based research data

Module 14: Measuring UX Impact

- Defining KPIs for public sector UX
- Monitoring citizen satisfaction and adoption
- Reporting ROI of UX initiatives
- Case study: UX measurement for a city website redesign
- Exercise: KPI creation workshop
- Activity: Impact analysis simulation

Module 15: Capstone Case Study and Integration

- Comprehensive project applying all UX methods
- Collaborative team-based research project
- Presentation of findings to stakeholders
- Case study: End-to-end UX research for a government service launch
- Reflection: Lessons learned and best practices
- Exercise: Final project presentation

Training Methodology

- Interactive lectures and discussions
- Hands-on workshops and exercises
- Case study analysis from public sector projects
- Group activities and collaborative problem-solving
- Role-play and simulation exercises
- Expert Q&A and feedback sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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