

HELSINKI, SHANGHAI and SANTA CLARA – September 15, 2008

## Idean launches a unique combination of research and design training - first of a kind worldwide

Idean, one of the leading user experience research and design companies, launches a curriculum on user-centered design. Idean Academy is a unique combination of both research and design training globally in the field.

User-centered innovation, together with unique design and excellent user experience are the recipe for successful products and services. With Idean Academy, Idean takes an important step in providing various companies and businesses the required in-house skill set and competence to increase the quality and desirability of their products for global markets.

Idean Academy is initially launched in Finland **during September 29, 2008 to January 30, 2009**, and will be made internationally available in selected locations later. Various training modules, including **User-centered UI Design, Creating strategic UE projects** and **Holistic concept design**, offer an extensive range of topics from developing company strategies and creating new product concepts to practical research and design methods. Idean Academy is excellent for both existing professionals who want the latest update, as well as for newcomers who want to learn the entire user-centered innovation process. In addition to course certificates, leading professors from Finnish Universities and Idean Academy have agreed to support academic students by giving credits for the participants when passing Idean Academy modules.

- “Only Idean can offer this unique multidisciplinary combination of research and design training. We develop and utilize methods for user research, apply them in real-life fieldwork, and deliver the results to in-house design professionals” says Anu Kankainen, Idean’s Research Director, PhD.

### **About Idean:**

Idean, founded in 1995, is one of the most experienced digital user experience design companies in the world. Our 60+ talented experts have delivered over 1500 projects to nearly 200 clients globally. Read more about Idean and the Next Big Things at [www.idean.com](http://www.idean.com)

For detailed information on the training modules, schedules, pricing and enrollment, see [www.idean.com/academy](http://www.idean.com/academy). More information on the contents from Research Director, Adjunct Professor Anu Kankainen +358 40 507 9259 or [anu.kankainen@idean.com](mailto:anu.kankainen@idean.com).