

For people in design teams who need to spot usability problems in prototypes and finished products, “How to carry out an expert review” is a 1-day seminar that teaches delegates cost-effective methods to evaluate designs. Unlike courses in usability testing, this seminar teaches delegates how to find and fix usability problems without involving end users.

Duration

This is a one-day workshop.

Overview

Usability expert reviews are a great way to identify “usability bloopers” with a product or website. They are quick, cost-effective and provide an immediate “sanity check” for the design. Expert reviews are also an ideal way to ensure that a product or website will meet usability standards.

But many people find it difficult to identify specific usability issues from generic usability heuristics. Beginners also find it hard to derive action-oriented recommendations that can be passed to the design team. This seminar reveals the practitioner secrets behind expert reviews and will teach you how to think like a usability expert. As well as a set of comprehensive notes, you will leave the seminar with detailed usability checklists, workbooks and step-by-step instructions to help you carry out the most valuable techniques.

Who is the course for?

This course is for you if you are looking for practical, cost-effective methods to evaluate designs. This is a hands-on course and is most effective for delegates who have day-to-day responsibility for ensuring product or web usability within their organisation. The course will also be valuable for designers who want to understand usability principles or who want to see examples of usability checklists.

How will I benefit?

- After attending this course, you will be able to:
- Appreciate the difference between a usability inspection and someone’s personal opinion.
- Learn and practice some quick techniques for carrying out usability reviews of prototypes and finished products.
- Find and fix usability bloopers before they become hard coded.
- Apply Jakob Nielsen’s “heuristic evaluation” technique to software, products and web sites.
- Uncover the elements of your design that lead new users to make errors, using the task-based “cognitive walkthrough” method

What will I learn?

Introduction – What is an expert review?

- Syndicate activity: Expert review
- Strengths and weaknesses of expert reviews
- Jargon alert: alternative terms for expert reviews

How to carry out a heuristic evaluation

- Heuristics compared: ISO's 7 dialogue principles, Shneiderman's 8 golden rules of dialog design, Tog's 16 principles of interaction design and Nielsen's 10 usability heuristics
- Case studies: How Nielsen's principles reveal good and bad practice in user interfaces
- The importance of multiple evaluators
- Example heuristic evaluation checklists
- Class activity: Which heuristics are being violated?

How to log usability problems

- Processing the results of a review
- How to record the usability defect
- The three factors to consider when defining severity
- Suggested severity scale
- Syndicate activity: Heuristic evaluation

How to carry out a cognitive walkthrough

- Common mistakes in carrying out a walkthrough
- Mapping out the "happy path": the designer's intended route
- The four questions to ask at each step
- Case study: The four-stage walkthrough template
- Syndicate activity: Cognitive walkthrough

Presenting results

- Feedback techniques: from an Excel bug list to a management walkthrough
- Report formats compared

What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

Who is the workshop leader?

Philip Hodgson is the Managing Director of Blueprint Usability, an independent consultancy specializing in usability training and consultancy. He has over twenty years of experience as a researcher, consultant, and trainer in usability, user experience, human factors and experimental psychology. His work in usable design has influenced products in the consumer, telecoms, manufacturing, packaging, public safety, web, and medical domains for the US, European, and Asian markets.

Philip is a contributor to the ISO product usability standard (ISO 20282: Ease of operation of everyday products), and a member of the NIST/ANSI working group for a common industry format (CIF) for usability reporting. Philip previously worked as an internal usability and human factors consultant with Nortel, Motorola, and Whirlpool. He holds a BSc (Hons) degree, an MA and a PhD in Experimental Psychology and is a member of the Usability Professionals' Association, the Industrial Design Society of America, and the Association for Psychological Science.

What do delegates say about this seminar?

"The course clarified a major sticking point for me – the difference between a heuristic evaluation and a cognitive walkthrough. I also found the information about different sets of heuristics to be very useful. It was good that the course focused on practical application and experience, rather than information that you could learn out of a textbook."

"A great introduction to carrying out expert reviews for UX professionals and project managers alike. One thing that stood out was the way the trainer catered for the needs of everyone in the group"

"A concise course without any waffle or information overload."

How do I book?

- Call [312.238.9490](tel:312.238.9490)
- E-mail info@blueprintusability.com
- Website: <http://www.blueprintusability.com>