

For developers designing desktop software who want to make their interfaces simple to use, “GUI Usability” is a 2-day seminar that gives delegates hands-on experience with several usability tools and techniques. Unlike shorter introductory courses, this in-depth seminar covers the complete design and development lifecycle.

Duration

This is a two-day workshop.

Overview

There are dozens of books dedicated to usability, but few of these provide the ‘big picture’. The aim of this course is to help delegates design better products, software and GUIs by showing how the various usability tools and techniques fit into real-world design and development processes.

Over the two-day course, delegates engage in a practical design activity that helps them discover the usability secrets behind product and software development. The activity covers the full design lifecycle, including business requirements, customer needs, product and software design, prototyping and usability testing.

Who is the course for?

This course is for you if you are actively involved in the design of a system and you want to make sure that users can learn to use it quickly and easily. The course is designed for **Software developers** who want to learn techniques for designing better interfaces; **Business analysts** who want quick and effective tools for communicating requirements; **Interface designers** who want to learn methods for testing and evaluating their designs; **Project managers** who want a full lifecycle process for introducing usability into their project; **Marketing managers** who want to find out about the business and brand benefits of a usability focus; **Program directors** who want to understand the principles of human-centered design. You do not need a background in usability to benefit from this course.

How will I benefit?

- After attending this course, you will be able to:
- Describe a user centered design framework that supports end-to-end usability involvement in product and software projects
- Share information about customers and their tasks in an engaging and usable way
- Develop cheap, throwaway prototypes to get quick and frequent feedback from your users
- Specify usability metrics to make sure your system is neither under- nor over-engineered
- Apply discount usability techniques, such as Nielsen's heuristic evaluation, and cognitive walkthroughs
- Learn about different methods for usability testing products and software and when to apply them

What will I learn? (Day 1)

Introduction & Objectives

- Syndicate Activity: What is usability (product evaluation)?
- Definition of “usability”: The Usability Trinity
- The four principles of human centered design

Analyze the opportunity

Appreciate that all product and software projects have a number of stakeholders who can help the project succeed - or fail

- Learn how to create a list of stakeholders, prioritize the list and devise a strategy to manage each stakeholder group
- Learn techniques to make the purpose, aims and objectives of your product and software explicit
- Appreciate that high-technology systems require a unique approach to market segmentation
- Learn how to use market segmentation to avoid feature creep and to provide pointers for the visual design of the product or software
- Syndicate activity: Analyze the opportunity for Mailmerge+, a new user interface to Microsoft Word’s “Mail Merge” feature.

Build the context of use

Understand the “context of use”

- Learn techniques for building pictures of your customers and the environments in which they work
- How to use contextual inquiry to gain an understanding of customer requirements
- Learn what it is that customers actually want to do with your product or software
- Syndicate activity: Build the context of use for Mailmerge+

What will I learn? (Day 2)

Create the user experience

- Track projects to ensure they remain customer and business focused
- Learn metrics for specifying usability
- Learn techniques for structuring the system's functionality
- Appreciate that the user interface is more than screen design
- Learn basic techniques for screen layout
- Learn good design by looking at some good and bad examples
- Discover techniques for developing cheap, throwaway prototypes to get quick feedback from your users
- Syndicate activity: Mailmerge+ design exercise
- Learn techniques for testing the design with and without customers
- Apply usability techniques quick enough to apply to even the most deadline-driven projects
- Syndicate activity: Mailmerge+ evaluation exercise

Track real world usage and continuously improve the site

Appreciate why you need to pay continuous attention to:

- Changes in the customer base
- Changes in the technical environment
- Changes in the tasks that customers want to complete

Learn how to make usability happen in your organization

What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. The seminar is designed to appeal to different learning styles, with an emphasis on active participation. The seminar contains games, activities and videos to engage participants and bring to life what could otherwise be a dry subject. 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?

"I found this excellent course most thought provoking and inspiring. I'm already thinking of ways to work UCD into our current processes and methodology."

"Every company that develops software would benefit from this course. It truly focuses the mind on the importance of usability".

"Very clear and structured. Slides and printed notes were really good quality. Excellent that a copy of the book is provided."

"I feel confident about the new techniques I've learnt. We were given an excellent overview - now I can't wait to get going, putting it into practice!"

"I liked being able to try out the techniques and methods. I feel I learnt a lot more by taking part in these exercises than just reading through notes."

"Lots of good examples of good/bad usability from real life, both web-based and others."

"This course gave me the confidence and training to assess the quality of my work."

"Good balance of theory, participation and humour."

How do I book?

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