

For web designers who want hands-on experience with usability tools and techniques, “Web Usability” is a 2-day seminar that shows delegates how to boost sales and conversion rates, increase usage and improve customer satisfaction. Unlike shorter introductory courses, this in-depth workshop covers the entire design and development lifecycle.

## Duration

This is a two-day workshop.

## Overview

There are dozens of books and web sites dedicated to web usability, but few of these provide the ‘big picture’. The aim of this course is to help delegates design better web sites 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 e-commerce development. The activity covers the full design lifecycle, including business requirements, customer needs, page and site 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 web site and you want to make sure that users can find and use content quickly and easily. The course will be valuable for **business analysts** who want quick and effective tools to communicate web user requirements and for **designers** who want to learn methods for evaluating their site structure and web page designs. **Marketing managers** will benefit by learning about the business and brand benefits of a usability focus. Delegates 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 centred design framework that supports end-to-end usability involvement in web projects
- Use personas to 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 web site is neither under- nor over-engineered
- Apply discount usability techniques, such as Nielsen's heuristic evaluation
- Learn about different methods for usability testing web sites and when to apply them
- Network with other professionals carrying out usability activities in different companies

## 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 centred design

### Analyse the opportunity

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

- Understand why market segmentation isn't enough to create great user experiences
- Learn how to create a user experience vision for your web site

### 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
- Discover the four principles of contextual inquiry
- How to use site visits to gain an understanding of customer requirements
- Learn how to avoid the six common mistakes when developing personas
- Learn what it is that customers actually want to do with your web site
- Syndicate activity: Build the context of use for Holly Hall Farm Organics

## What will I learn? (Day 2)

### Create the user experience

- Track web projects to ensure they remain customer and business focused
- Learn metrics for specifying usability
- Learn techniques for structuring the site'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: Holly Hall Farm Organics 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: Holly Hall Farm Organics 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 organisation

## What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. This tutorial is designed to appeal to different learning styles, with an emphasis on active participation. The tutorial 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?

David Travis is a Blueprint consultant specializing in website and eCommerce usability, and in the design and evaluation of hardware and software systems aimed at non-technical users. He holds a BSc (Hons) degree and a PhD in Psychology. His professional affiliations include membership of the British Psychological Society, the Experimental Psychology Society and the Usability Professionals Association. David has carried out usability tests with Morae in the UK, France, Germany, Italy and Japan. He is an experienced trainer and has delivered over 100 seminars in usability for a range of private and public sector organizations. David is Managing Director of Userfocus, Blueprint's partner company. Userfocus is a London-based usability consultancy and training company.

## What do delegates say about this seminar?

"The training showed me how to put theory into practice in a way that will actually make a difference to our business."

"This was a really good consolidation of all the reading I have done and all the techniques I have learnt through witnessing second hand."

"The real-life examples really bring the theory to life."

"A great balance between presentation and audience participation that really helped put the focus back into user-led design."

"Practical and realistic methods for creating usable web sites."

## How do I book?

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