

## 2009 SEMINAR SCHEDULE

<b>Madrid, Spain</b>	March 25-27, 2009	<i>Adv. Web 2.0 Application Design</i>
<b>Rome, Italy</b>	April 15-17, 2009	<i>Adv. Web 2.0 Application Design</i>
<b>San Francisco, CA</b>	May 12-13, 2009 May 14-15, 2009	<i>Designing for Usability</i> <i>Adv. Web 2.0 Applications</i>
<b>Chicago, IL</b>	June 16-17, 2009 June 18-19, 2009	<i>Designing for Usability</i> <i>Adv. Web 2.0 Applications</i>
<b>San Francisco, CA</b>	May 25-26, 2009	<i>Prototyping to Drive Requirements</i>
<b>San Francisco, CA</b>	Sept 2-3, 2009 Sept 4-5, 2009	<i>Designing for Usability</i> <i>Adv. Web 2.0 Application Design</i>
<b>Toronto, Canada</b>	Sept 15-16, 2009 Sept 17-18, 2009	<i>Designing for Usability</i> <i>Adv. Web 2.0 Application Design</i>
<b>Chicago, IL</b>	September 29-30, 2009 October 1-2, 2009	<i>Designing for Usability</i> <i>Adv. Web 2.0 Application Design</i>
<b>Rome, IT</b>	Nov 16-18, 2009	<i>Designing for Usability (3 days)</i>
<b>London, UK</b>	Nov 19-20, 2009	<i>Designing for Usability</i>
<b>Vienna, Austria</b>	Nov 23-24, 2009	<i>Designing for Usability</i>

### Designing for Usability (2 days)

This class for developers, end-users, interaction designers, and managers explains how to apply the concepts of human centered design to the paradigm of web development.

#### What you will learn:

- ▶ Develop a detailed understanding of your users through task analysis, mental models, and user profiles
- ▶ Determine the best information architecture for your users
- ▶ Proper layout and design techniques
- ▶ Learn new design modeling techniques



- ▶ Create and implement in-house web standards
- ▶ Plan and conduct an effective usability test
- ▶ Implement net-database and e-commerce designs
- ▶ Design more successful applications
- ▶ Validate and defend important design decisions

Attendees will walk away with a complete set of templates for quickly implementing this process within their organization.

### **Adv. Web 2.0 Application Design (2 days)**

This two-day class for developers, end-users, interaction designers, and managers explains how to apply the concepts of human centered design to the paradigm of web development.

#### **What you will learn:**

- ▶ Learn how Ajax and Web 2.0 applications will transform websites
- ▶ Design next generation applications to leverage web services
- ▶ Design rich, interactive navigation styles
- ▶ Develop effective Web 2.0 design patterns
- ▶ Design interactive mapping applications
- ▶ Design fast, efficient transactional Web 2.0 applications
- ▶ Integrate RSS Feeds to enhance your content
- ▶ Leverage data warehouses with Web 2.0 designs

Attendees will walk away with a complete set of Web 2.0 design examples for quickly implementing this process within their organization.

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## Effective Software Prototyping (2 days)

This seminar will teach you how to build effective prototypes to quickly communicate Business requirements and set realistic user expectations. You will learn a proven process for planning, creating and communicating digital prototypes to validate design decisions and gain consensus on the proposed software design. These are the same techniques being used successfully on real projects for many of our Global 2000 clients and large government organizations. Implementing a successful Prototyping process can mean the difference between success and failure in the coming years. Learn from the experts who have been delivering success in this field for over a decade! We will show you how to apply a proven process for identifying true user requirements, developing and validating conceptual models, and creating visual prototypes that are highly usable. We will show you how to plan and implement a rapid Prototyping process to quickly identify user requirements and allow product visualization to transform the way your organization designs and builds software.

### What you will learn

- ▶ Develop a detailed Prototyping plan
- ▶ Facilitate Prototyping sessions
- ▶ Choose the best Prototyping method based on project needs
- ▶ Apply new design modeling techniques to assure usable prototypes
- ▶ Develop task flows and scenarios
- ▶ Define prototype content and fidelity
- ▶ Create effective prototypes
- ▶ Create usable design patterns to facilitate rapid Prototyping
- ▶ Validate design decisions with prototypes



# SEMINAR REGISTRATION FORM

Print or Type

## Name

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## Organization

## Title

## Billing Address

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I have special needs (please check and attach description):  access  audio  visual  vegetarian  kosher  other

## Seminar Information

**Location:** \_\_\_\_\_ **Dates:** \_\_\_\_\_

Designing for Usability (U.S.)      \$1,095.00 USD

Advanced Web 2.0 Application Design (U.S.)      \$1,095.00 USD

Effective Software Prototyping (U.S.)      \$1,095.00 USD

Designing for Usability or Prototyping &  
Advanced Web 2.0 Application Design (U.S.)      \$1,795.00 USD  
(Combined 4 day package)      **SAVE \$395**

**Total**

## Payment Method

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