

DESIGNING FOR USABILITY – 3 Day Course

COURSE SUMMARY

Learn how to define user goals and business needs while applying proven design techniques to ensure highly usable and successful applications. 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 design 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 designs that are highly usable. We will show you how to adopt a user-centric perspective and learn how customer-centered design can transform your organization.

This seminar will also introduce our unique approach to creating and implementing Visual Design Patterns to address complex application design issues. We will also discuss accessibility and mobile applications and how they impact the effectiveness of the user interface.

Attendees should have a basic understanding of Web and GUI technologies and developing software in a collaborative team environment.

WHO SHOULD ATTEND

- ▶ **Project Managers** who are responsible for establishing or managing a web project or Internet strategy.
- ▶ **Project Leaders** who need to know proven steps for web-enabling existing client/server applications.
- ▶ **GUI Designers** who need to know how and when to use the new Web controls when creating user interfaces.
- ▶ **Software Developers** who are looking to expand their knowledge web application design.
- ▶ **Interaction Designers** who are responsible for managing and implementing UI design
- ▶ **Business Analysts** responsible for documenting requirements for complex user interface applications

This class is designed for corporate or commercial developers and analysts that are, or plan to be, involved in web projects. Anyone concerned with developing well-designed web sites, including individuals that will gather user requirements or end-users themselves will also benefit from attending.

WHAT YOU WILL LEARN

This three-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.

Attendees will learn how to:

- ▶ 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
- ▶ Design complex web-based and traditional GUI applications
- ▶ Create complex navigation models for both web-based and windows based transactional systems.

BENEFITS TO YOUR COMPANY

- ▶ Implement successful web applications and complex user interfaces
- ▶ Reduce development costs by making better design decisions up front prior to development
- ▶ Reduce deployment costs by web-enabling your existing applications
- ▶ Increase user productivity with highly effective application designs
- ▶ Avoid costly design mistakes
- ▶ Implement a proven user-centered design approach
- ▶ Implement a repeatable successful design approach

Attendees will walk away with a complete set of templates for quickly implementing this process within their organization. These objectives are reinforced with interactive labs. At the end of this class, students are ready to immediately lead their team in successful User Interface design efforts. In addition, by analyzing real-world examples of successful and unsuccessful GUIs, attendees will learn the difference between effective and ineffective complex design approaches.

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COURSE OUTLINE

1. Usability Primer

- ▶ Benefits of Designing for Usability
- ▶ Usability Challenges
- ▶ Reasons for Application Design Failure
- ▶ **Lab:** Fix challenged applications
- ▶ **Lab:** Review successful applications

2. Visual Design Modeling

- ▶ User Profile
- ▶ Use Case
- ▶ UML
- ▶ Requirements Gathering
- ▶ Presentation Modeling
- ▶ **Lab:** Create a user profile.

3. Navigation Modeling

- ▶ Explore concepts of user navigation via the web
- ▶ Identify the types of characteristics of different types of users
- ▶ Learn how to choose the best web navigation model based on the user types
- ▶ Identify types of tasks and how they affect web design
- ▶ Designing master borders for easier navigation

4. Advanced Layout Principles

- ▶ Inductive interface styles
- ▶ Liquid layouts
- ▶ Content layout issues
- ▶ Advanced color issues
- ▶ Complex form layout
- ▶ Table layout principles

- ▶ Links vs. buttons
- ▶ Frame layouts
- ▶ **Exercise:** Creating a complex set of layouts for a banking application.

5. Visual Design Patterns

- ▶ Implement visual design patterns to solve complex usability issues with Web application design
- ▶ Pattern Overview
 - Introduction to design patterns
 - How to write a pattern
 - How to use patterns during design
- ▶ Navigation Patterns
 - Bread crumbs
 - Global navigation
 - Workspace
 - Return to prior work
- ▶ Search Patterns
 - Simple/advanced search
 - Search area
 - Results list
- ▶ **Lab:** Create a navigation model for a complex transactional web application

6. Designing Net-Database Applications

- ▶ Data publishing
- ▶ Real-Time updates
- ▶ Designing for complex transactions
- ▶ Complex form updates
- ▶ Shopping cart transactions
- ▶ **Lab:** Design a usable interface for a complex database-driven application.

7. Handheld Usability

- ▶ Handheld usability principles

- ▶ Handheld vs. desktop
- ▶ Multi-platform design
- ▶ PDA's and cell phones
- ▶ Prototyping
- ▶ Wireless design patterns
- ▶ Text reader, wizards, forms, alpha lists, quick lookup, error messages
- ▶ **Lab:** Design a mobile phone application

8. Usability Testing

- ▶ Practical usability testing techniques
- ▶ Discuss when usability testing should be conducted
- ▶ Explore the differences for usability testing a Website vs. a traditional GUI application
- ▶ How to conduct a usability test
- ▶ Interview techniques for optimal user feedback
- ▶ Translating test findings in usable designs
- ▶ **Lab:** Conduct a usability test for a Web application

9. Creating Effective Web Design Standards

- ▶ Explain why Web design standards are important
- ▶ Identify process for defining and implementing standards
- ▶ Learn contents of standards
- ▶ Discuss how to implement and maintain standard

10. Course Conclusion

- ▶ Course Summary
- ▶ Questions and Answers