

DESIGNING FOR USABILITY

COURSE SUMMARY

Learn how to define user goals and business needs while applying proven design techniques to ensure highly usable and successful applications.

Learn from the experts who have been delivering success in this field for over a decade! We will show you how to adopt a user-centric perspective, apply a proven process for identifying true user requirements, developing and validating conceptual models, and creating designs that are highly usable.

This class is designed for corporate or commercial developers and analysts that are, or plan to be, involved in software or 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. **Attendees should have a basic understanding of web technologies and developing software in a web 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.
- ▶ **Webmasters** who are responsible for managing and implementing web technology.
- ▶ **Analysts** who are responsible for documenting requirements for web applications.
- ▶ **End Users** who need to understand the principles of good user interface design techniques

WHAT YOU WILL LEARN

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.

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

BENEFITS TO YOUR COMPANY

- ▶ Implement successful web applications
- ▶ Reduce deployment costs by web-enabling your existing applications
- ▶ Increase productivity with highly usable applications
- ▶ Avoid costly design mistakes
- ▶ Implement a repeatable successful design approach

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

DESIGNING FOR USABILITY

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. Layout & Design

- ▶ GUI Controls
 - Forms
 - Buttons
 - Text Layout
 - List views and grids
 - Data controls
 - Tree views
 - Image maps
 - Frames
- ▶ Usage & Behavior of basic controls
- ▶ Frames – when to use and when to avoid
- ▶ Effective Image Design
- ▶ Effective Use of Color & Graphics
- ▶ Placement Techniques for each control
- ▶ **Lab:** Design a web application for complex search and retrieval of content.

3. 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

4. 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

5. 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.

6. Intranet & Corporate Portal Design

- ▶ Evolution of Portals
- ▶ Portal layout techniques
- ▶ Integrating portlets into global design
- ▶ Information architecture guidelines
- ▶ Integrating collaborative designs
- ▶ Learn design techniques for an effective corporate information center
- ▶ **Lab:** Create a portal for corporate Intranet

7. Designing Accessible Applications

- ▶ Benefits of designing accessible applications
- ▶ Guidelines (WAI and 508)
- ▶ Using style sheets effectively
- ▶ Color and font issues

- ▶ Layout guidelines

8. Using Advanced Technologies

- ▶ Designing rich internet applications
- ▶ Do's and don'ts with new multimedia controls
- ▶ Serving high bandwidth content
- ▶ Using cascading style sheets
- ▶ Designing with dynamic HTML
- ▶ Effectively using the "push" and "pull" design techniques
- ▶ Streaming audio and video
- ▶ Leveraging XML for usability
- ▶ **Lab:** Apply new technologies to create enterprise Internet application for a distributed workforce.

9. 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.

10. 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 standards

ADVANCED USER INTERFACE DESIGN

Advanced Techniques for Designing Complex User Interfaces

WHAT'S HAPPENING?

Web Technology has given us an opportunity to transform our organizations by providing a cost-effective method to improve corporate communications and distribute and share vital information. Today's customers are more demanding and have high expectations from your Web-based applications. Implementing effective complex web-based applications can mean the difference between success and failure in your software development strategy.

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** responsible for establishing an Application Design project or Internet strategy.
- ▶ **Project Leaders** who need to know proven steps for designing the best user interface on time and on budget..
- ▶ **Software Developers** who are looking to expand their knowledge user interface design
- ▶ **Interaction Designers** who are responsible for managing and implementing UI design
- ▶ **Business Analysts** responsible for documenting requirements for complex user interface applications

WHAT YOU WILL LEARN

This two-day seminar is the natural next step in user interface design training. Significant student interaction and team design scenarios are used to teach advanced techniques that ensure a more effective user interface for even to the most senior GUI designer. This two-day class explains how to successfully design complex user interfaces, which will allow you organization to successfully create enterprise applications.

At the end of this course, attendees will be able to:

- ▶ Design complex web-based and traditional GUI applications
- ▶ Create complex navigation models for both web-based and windows based transactional systems.
- ▶ Apply proven visual design patterns to solve complex user interface issues.
- ▶ Design complex transactional applications using web and GUI technologies.

BENEFITS TO YOUR COMPANY

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

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.

ADVANCED USER INTERFACE DESIGN

COURSE OUTLINE

1. Advanced Web Primer

- ▶ Technology update
- ▶ Technical considerations
- ▶ Emerging technologies
- ▶ Where is the industry going?
- ▶ **Lab:** Evaluate several complex web applications

2. Advanced layout and control design

- ▶ Inductive interface styles
- ▶ Liquid vs. Fixed layouts
- ▶ Content layout issues
- ▶ Advanced color issues
- ▶ Complex form layout
- ▶ Table layout principles
- ▶ Using Layers and Style Sheets
- ▶ Invisible Frame layout guidelines
- ▶ **Lab:** Creating a complex set of layouts for a banking application.

3. Advanced Navigational Models

- ▶ Segmenting User Profiles
- ▶ Corporate user types
- ▶ Transactional system navigation models
- ▶ Creating navigation models
- ▶ **Lab:** Create a navigation model for a complex transactional web application

4. Applying Visual Design Patterns

Implement visual design patterns to solve complex implementation issues with web-based application design.

- ▶ Pattern overview
 - Design Pattern Components
 - How to write a pattern
 - Creating a pattern language
- ▶ Workflow patterns
 - Multi-step intranet
 - Multi-step extranet
 - Mixed user profiles
 - Return to prior work
- ▶ E-commerce patterns
 - Product categories
 - Product detail
 - Shopping cart
 - Checkout
- ▶ **Lab:** Create a design pattern for an e-commerce application.

5. Use-case driven design

- ▶ UML design techniques
- ▶ Documenting use cases
- ▶ Mapping a UI design process
- ▶ Applying a use case driven approach
- ▶ Applying UI design principles
- ▶ Technology consideration
- ▶ **Lab:** Create use cases for a web-based application

6. Corporate portal design

- ▶ Corporate portal evolution
- ▶ Corporate portal vs. Internet portal
- ▶ Integrating portals with applications
- ▶ Discuss different strategies for implementing portals

Lab: Selecting a portal solution.

7. Designing with Flash and Java

- ▶ Emerging standards and technologies
- ▶ Dynamic HTML
- ▶ Advanced and custom controls
- ▶ Designing with Flash
- ▶ Designing with Java
- ▶ Java Swing control usage
 - Embedded vs. stand-alone Java applications
- ▶ Rich Internet Application Design Guidelines

8. 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

9. Course Conclusion

- ▶ Course Summary
- ▶ Questions and Answers


SEMINAR REGISTRATION FORM

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Seminar Information

Location: _____ **Dates:** _____

Designing for Usability (U.S.)	\$1,095.00 USD	
Advanced User Interface Design (U.S.)	\$1,095.00 USD	
Designing for Usability & Advanced User Interface Design (U.S.)	\$1,795.00 USD SAVE \$395	
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