

TECHNOLOGY TRANSFER PRESENTS

JIM HOBART

DESIGNING FOR USABILITY

PROVEN TECHNIQUES

FOR GUI DESIGN MODELING,

WEB ACCESSIBILITY AND

INFORMATION ARCHITECTURE

NOVEMBER 11-13, 2009

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



info@technologytransfer.it
www.technologytransfer.it

ABOUT THIS SEMINAR

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 back up our Design recommendations with *solid research* performed in our digital usability lab and will provide you *actual video of users in action* to bring home to your Design teams to further reinforce the seminar material. We will show you how to adopt a user-centric perspective and learn how customer-centered Design can transform your organization.

WHAT YOU WILL LEARN

- Develop a detailed understanding of users through task analysis, mental models, and user profiles
- Determine the best Information Architecture for your content
- Proper Layout and Design techniques
- Apply new Design Modeling techniques prior to engineering
- Create and implement in-house Design standards
- Plan and conduct an effective Usability Test
- Implement net-database and e-Commerce Designs
- Design rich Enterprise Internet applications
- Design more successful applications
- Validate and defend important Design decisions

WHO SHOULD ATTEND

- Project Managers who are responsible for establishing or managing a Web and GUI projects
- Project Leaders who need to know proven steps for Web-enabling existing Client/Server applications
- UI Designers who need to know how and when to use the new Web controls when creating user interfaces
- Developers who are responsible for implementing user interfaces
- Analysts who need to know the critical aspects for translating requirements into a usable Design
- End Users who need to understand the principles of good user interface Design techniques

DOCUMENTATION

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

1. Usability Primer

- Learn the benefits of Designing for usability
- Discuss Usability challenges and how to overcome them
- List common reasons for Application Design failure

Lab

Let's fix some 'challenged' applications

Lab

Let's review some 'successful' Applications

2. Layout and Design

- Review GUI controls
 - Forms
 - Buttons
 - Text layout
 - List views and Grids
 - Data controls
 - Tree views
 - Image maps
 - Frames
- Learn the appropriate usage and behavior of the basic controls
- Frames... When to use and when to avoid them
- Effective image design JPEG vs GIF
- Effective use of color and graphics
- Placement techniques for each control

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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

4. Navigation Modeling

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

Lab

Create a Navigation model for a complex transactional Web application

5. Designing Net-Database Applications

- Data publishing
- Real-Time updates
- Designing for complex transactions
- Complex form updates
- Shopping cart transactions

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Design a usable interface for a complex database-driven application

6. Intranet and Corporate Portal Design

- Evolution of Portals
- Portal layout techniques
- Integrating Portlets into global Designs
- Information architecture guidelines
- Integrating collaborative Designs
- Learn Design techniques for an effective corporate information center

Lab

Create a portal for a 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 "Push" and "Pull" design techniques
- Streaming audio and video
- Leveraging XML for usability

Lab

Apply new technologies to create an 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 Web site 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 of defining and implementing standards
- Learn contents of standards
- Discuss how to implement and maintain standards

<p>PARTICIPATION FEE</p> <p>€ 1500</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within October 27, 2009</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>EARLY REGISTRATION</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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**JIM HOBART
DESIGNING FOR USABILITY**

November 11-13, 2009
Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 1500

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

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Stamp and signature

Send your registration form with the receipt of the payment to:
Technology Transfer S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Tel. +39-06-6832227 - Fax +39-06-6871102
info@technologytransfer.it
www.technologytransfer.it



SPEAKER

James Hobart is an internationally recognized “*User Interface Design*” consultant based in California, USA. He specializes in the Design and development of large-scale, high-volume Client/Server applications. He is an expert in GUI Design for transaction processing systems and strategies for migration from character-based systems to GUI and Web-based technologies. Mr. Hobart has over 20 years of software development experience and over 10 years of GUI application Design experience. Jim Hobart is president of Classic System Solutions Inc.