

TECHNOLOGY TRANSFER PRESENTS

# JIM HOBART

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## DESIGNING WEB 2.0 APPLICATIONS

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DESIGN STRATEGIES

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FOR NEXT-GENERATION

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WEB APPLICATIONS

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**JUNE 16-18, 2010**

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



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## ABOUT THIS SEMINAR

The convergence of Windows and the Web is upon us. Google Maps, Gmail, Flickr and a variety of new AJAX and Rich Internet applications have begun to legitimize moving beyond HTML to deliver interactive applications that deliver the best of the Web and the best of the desktop experience. We will show how these techniques are changing the way designers think about their application Designs. You will learn how to develop complex GUIs for mixed user profiles, effectively use multimedia, implement Visual Design Patterns, and effectively develop for multiple platforms Plus, you'll see the usability challenges introduced when these new interaction techniques are implemented. Learn from the experts who have been helping companies develop world-class Enterprise applications for over a decade.

We will share with you the results of user testing this new breed of application Design in our usability lab to help you leverage the technology and avoid the usability pitfalls. We will show you how to implement new interaction techniques such as enhanced client-side validation, drag and drop, partial form refresh to create fast, rich compelling user experiences. Get a jump start on this compelling new technology to deliver highly effective application Designs for your organization.

### 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:

- Design complex Web 2.0 and traditional GUI applications
- Design next generation applications to leverage Web Services
- Design rich, interactive navigation styles
- Develop effective Web 2.0 Design Patterns
- Incorporate prototyping and use cases to validate complex Design issues
- Design fast, efficient transactional GUI and Web 2.0 applications
- Create complex UI Design Patterns
- Leverage Data Warehouses with new charting techniques

### 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

### DOCUMENTATION

Attendees will walk away with a complete set of Web 2.0 Design examples for quickly implementing these Design Patterns within their organization.

## 1. Advanced UI & Web 2.0 Primer

- What is a Web 2.0 Application?
- Examples of Web 2.0 Design
- Benefits of Web 2.0 and AJAX
- Risks of Web 2.0 Approach

### Lab

*Fix challenged applications*

### Lab

*Review successful applications*

## 2. Advanced Design Modeling

- User Profile Modeling
- State Transition Models
- Requirements Validation
- Rapid Prototyping

### Lab

*Validate a set of Design models*

## 3. Interaction Modeling

- Understand the principles of interaction modeling
- Learn notation for UML based interaction models
- Learn how to choose the best Web interaction model based on the user types and tasks

### Lab

*Create an interaction model for a Web 2.0 application*

## 4. Advanced Layout Principles

- Inductive interface styles
- Liquid layouts
- Advanced color issues
- Complex form layout
- Table layout principles
- Error Handling

### Lab

*Creating a complex set of layouts for an inventory application*

## 5. Forms and Validation

- Form layout and structure
- Client-side validation
- In-line updates
- Advanced Error Messaging
- Incorporating Online Help

## 6. Complex UI Design Patterns

- Implement visual Design Patterns to solve complex usability issues
- Navigation Patterns
  - Tree Views
  - Global navigation
  - Workspaces
  - List management
- Search Patterns
  - Directed search
  - Interactive search
  - Results list

### Lab

*Create a navigation model for a complex transactional Web application*

## 7. Designing with Flash and RIA's

- Emerging standards and technologies
- RIA Fundamentals
- Advanced and custom controls
- Designing with RIA's
- Creating Mashups
- Animation and Interactivity
- Rich Internet Application Design Guidelines

## 8. Designing Transactional Applications

- Interactive Grids
- Real-Time updates
- Designing for complex transactions
- Complex form updates
- Shopping cart transactions

### Lab

*Design a usable Web 2.0 interface for a complex database-driven application*

## 9. Designing Collaborative Sites

- Enterprise Wiki Design
- Social networking techniques
- Knowledge sharing techniques
- Enterprise Collaborative Designs

## 10. Designing Charts and Graphs

- Explain data visualization
- Best Practices for charts and graphs
- Creating interactive Dashboards

### Lab

*Design a Charting interface for a Data Warehouse application*

## 11. Creating GUI and Web 2.0 Design Standards

- Explain why UI standards are needed
- Identify process for defining and implementing new Web 2.0 standards
- Learn contents of Web 2.0 standards

## 12. Course Conclusion

- Course Summary
- Questions and Answers

## INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1500</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: <b>TECHNOLOGY TRANSFER S.r.l.</b> Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within June 1, 2010</b></p> <p><b>PAYMENT</b></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><b>GENERAL CONDITIONS</b></p> <p><b>GROUP DISCOUNT</b></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><b>EARLY REGISTRATION</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p><b>CANCELLATION POLICY</b></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><b>CANCELLATION LIABILITY</b></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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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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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.