

TECHNOLOGY TRANSFER PRESENTS

JIM HOBART

DESIGNING FOR USABILITY

**Proven Techniques for
GUI Design Modeling,
Web Accessibility and
Information Architecture**

NOVEMBER 15-17, 2010

RAPID PROTOTYPING

**Proven techniques
software Prototyping
to drive Requirements
and Usability**

NOVEMBER 18-19, 2010

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



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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.

ABOUT THIS SEMINAR

Learn 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

BENEFITS TO YOUR COMPANY

- Reduce risk by using Prototypes to improve requirements definition
- Learn techniques for building successful Prototypes
- Discover a proven seven-step process for creating successful Prototypes
- Translate requirements into visual Prototypes to communicate application designs and manage user expectations

DOCUMENTATION

Attendees will be provided with a complete set of Prototyping templates for quickly implementing this process within their organization.

Please, bring your laptop to the seminar.

OUTLINE

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

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

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

Lab

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

OUTLINE

1. Prototyping Primer

- What is a Prototype?
- Discuss benefits and challenges of Prototyping and how to overcome them
- Discuss the purpose and best uses for Prototypes
- Discuss various Prototyping methods

2. Prototype Process Overview

- Review the Prototype process
 - Planning
 - Modeling
 - Specification
 - Design
 - Results
 - Validation
- Learn techniques to implement the process on Your project
- Adapting the process to your organization

3. Planning Your Prototype

Develop a tailored Prototype plan to validate Your software project.

- Verifying Assumptions
 - Introduction to design Patterns
 - How to write a Pattern
 - How to use Patterns during design
- Validating Requirements
 - Review sessions
 - Goal Identification
 - Usability testing
- Developing task flows
 - Task layer maps
 - Task dependencies
 - User Profiles
- Defining content and fidelity

Lab

Review a Prototype plan and identify ways to improve it

4. Creating Prototype Specifications

- Identifying goals of the Prototype
- Determining Prototype characteristics
- Choosing a Prototyping method
- Choosing Prototyping tools

Lab

Develop a Prototype specification

5. Building Effective Prototypes

- Establishing review cycles
- Validating design decisions
- Deploying Prototypes for review
- Integrating collaborative designs
- Learn design techniques for an effective corporate information center

Lab

Create a transactional Prototype

6. Establishing Design Standards

- Explain why design standards are important
- Visual Design Standards
- Interaction Design Standards
- User Interface Design Standards
- Information architecture guidelines

7. Usability Testing Prototypes

- Practical Usability testing techniques
- Discuss when to Usability test Prototypes
- Explore the differences for Usability testing a Prototype and a production application
- How to conduct a Usability test
- Interview techniques for optimal user feedback
- Translating test findings into design solutions

Lab

Conduct a usability test for a Prototype

WHO SHOULD ATTEND

- Project Managers who are responsible for establishing or managing software projects
- Project Leaders who need to use a proven process to build effective Prototypes
- GUI Designers who need to know how and when to leverage Prototypes to ensure usable designs
- Developers who are responsible for implementing software projects
- Business Analysts who need to translate Business requirements into successful software designs
- End Users who need to understand effective Prototyping techniques

This class is designed for corporate and commercial Developers and Analysts that are, or plan to be, involved in software development projects. Anyone concerned with developing highly successful software, including individuals that will gather user requirements or end-users themselves will also benefit from attending. Attendees should have a basic understanding of requirements gathering and software design techniques.

<p>PARTICIPATION FEE</p> <p>Designing for Usability € 1500</p> <p>Rapid Prototyping € 1200</p> <p>Special price for the delegates who attend both seminars € 2500</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 November 2, 2010</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 to 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

Rome November 15-17, 2010
Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 1500

RAPID PROTOTYPING

Rome November 18-19, 2010
Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 1200

BOTH SEMINARS

Special price for the delegates who attend both seminars: € 2500

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

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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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.