

TECHNOLOGY TRANSFER PRESENTS

JIM
HOBART

**USER INTERFACE
DESIGN FOR MOBILE
PLATFORMS**

JUNE 4-5, 2012

**VISUALIZING
REQUIREMENTS**

JUNE 6-7, 2012

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



info@technologytransfer.it – www.technologytransfer.it

ABOUT THIS SEMINAR

The world is going Mobile! As the mobile user experience evolves into a highly visual rather than audible experience developers will learn new techniques to create a seamless user interface between traditional phone interactions and the new visual interactions made possible on the latest smart phones and tablets. This class will explore new task interaction models and evaluate the latest findings with design Best Practices for smart phone and tablet based devices. The session will also cover how to successfully deploy existing applications on multiple mobile platforms (Mobile Web, Android, iPhone and Blackberry) within the Enterprise.

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 mobile platform.

Attendees will learn how to:

- Learn design Best Practices for creating highly usable mobile applications
- Understand how to design for different mobile device platforms and how to implement design standards for mobile devices
- Learn techniques on how to decide on deploying a mobile Web solution or a device specific solution
- Learn techniques for designing Mobile interfaces on top of your Enterprise applications

WHO SHOULD ATTEND

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

Please, bring your laptop to the seminar.

OUTLINE

1. Mobile Strategies

- Industry Trends
- Choosing a strategy
- Creating Mobile versions of existing applications
- Choosing the best applications for Mobile Deployment
- Differences in designing Mobile vs. Web applications

Lab

Review successful Mobile strategies

2. Task Modeling and Navigation

- User Profile Modeling
- Task modeling
- Mobile navigation patterns
- Application integration

Lab

Create a set of Mobile navigation models

3. Interaction Modeling

- Understand the principles of interaction modeling
- Creating Mobile interaction models
- Learn how to choose the best Mobile interaction model based on the user types and tasks

Lab

Create an interaction model for a Mobile application

4. Mobile Layout Principles

- Graphics and Fonts
- Use of color
- Grids and Lists
- Menus and selectors
- Complex navigation

Lab

Creating a complex set of layouts for a Mobile application

5. Forms and Validation

- Mobile Form layout and structure
- Error handling and validation
- Complex form entry
- Advanced Error Messaging
- Incorporating inline help

6. Complex UI Design Patterns

- Implement Mobile Patterns to solve complex usability issues
- Navigation Patterns
 - Tree Views
 - Global navigation
 - Accordions
 - List Management
- Search Patterns
 - Mobile search
 - Search vs. Browse
 - Results list displays

Lab

Create a navigation model for a complex Mobile application

7. Usability Testing Your Mobile Application

- Creating a test plan
- Device Testing
- Measuring performance
- Communicating test results

8. Deploying Your Application

- Using prototyping tools
- Cross-platform deployments
- Native vs. Mobile Browser deployments

Lab

Deploy a sample application

9. Creating Mobile Design Standards

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

10. Course Conclusion

- Course Summary
- Questions and Answers

ABOUT THIS SEMINAR

Learn how to build visualizations to quickly communicate Business requirements and set realistic user expectations. You will learn a proven process for planning, creating and communicating digital wireframes to validate Business requirements and gain consensus on the proposed solution 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 key Business user requirements, developing and validating user conceptual models, and creating visualizations that communicate the vision and help gain focus to large-scale projects. We will show you how to plan and implement a visualization process to quickly define user requirements and allow product visualization to transform the way your organization designs and builds software.

WHAT YOU WILL LEARN

- Develop a detailed visualization plan
- Scope visualizations based on Business drivers
- Choose the best visualization method
- Apply new design modeling techniques to assure usability
- Develop task flows and scenarios
- Define visualization content and fidelity
- Transform visualizations into detailed design specifications
- Create usable design patterns
- Validate design decisions with visualizations

BENEFITS TO YOUR COMPANY

- Reduce risk by using early visualizations to improve requirements definition
- Learn techniques for building successful visualizations
- Discover a proven process for creating successful visualizations
- Translate requirements into visualizations to communicate solutions

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 solutions
- **UI Designers** who need to know how and when to leverage visualization to ensure usable designs
- **Developers** who are responsible for implementing software projects
- **Business Analysts** who need to translate Business requirements into usable solutions
- **End Users** who need to understand effective visualization 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.

Please, bring your laptop to the seminar.

OUTLINE

1. Visualization Primer

- What is a visualization?
- Discuss when visualizations are best applied on projects
- Discuss the purpose and best uses for visualizations
- Discuss various visualization methods

2. Visualization Process Overview

- Review the visualization 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 Visualization

- Develop a tailored visualization plan to validate your software project
- Clarifying Business Drivers
 - Gathering requirements
 - Sketching initial concepts
 - Creating initial wireframes
- Validating Requirements
 - Review sessions
 - Goal Identification
 - Usability testing
- Researching User Tasks
 - Developing personas
 - Contextual Inquiries
 - Task layer maps
 - Task dependencies
 - User Profiles
- Defining content and fidelity

Lab

Review a visualization plan and identify ways to improve it

4. Creating Design Specifications

- Identifying goals of the visualization
- Determining specification characteristics
- Choosing a visualization method

Lab

Develop a visualization specification

5. Building Effective Visualizations

- Choosing visualization tools
- Establishing review cycles
- Validating design decisions
- Deploying visualizations for review
- Integrating collaborative designs

Lab

Create a transactional visualization

6. Transforming Visualizations into Design Specifications

- Using Visualization to Scope detailed solutions design
- Creating Wireframes
- Establishing Specification Design Standards
- Synchronizing wireframes to Business Requirements
- Creating detailed design specifications

7. Usability Testing Visualizations

- Practical Usability Testing techniques
- Discuss when to Usability Test visualizations
- Explore the differences for Usability Testing a visualization 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 visualization

8. Course Conclusion

INFORMATION

<p>PARTICIPATION FEE</p> <p>User Interface Design for Mobile Applications € 1200</p> <p>Visualizing Requirements € 1200</p> <p>Special price for the delegates who attend both seminars: € 2300</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 May 21, 2012</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</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

USER INTERFACE DESIGN FOR MOBILE APPLICATIONS

Rome June 4-5, 2012
Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 1200

VISUALIZING REQUIREMENTS

Rome June 6-7, 2012
Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 1200

BOTH SEMINARS

Special price for the delegates who attend both seminars: € 2300

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

first name

surname

job title

organisation

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postcode

city

country

telephone

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Stamp and signature

Send your registration form with the receipt of the payment to:
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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 of large-scale, enterprise applications. He is an expert in user interface design and in creating effective user experience strategies. Mr. Hobart has over 27 years of software development experience and over 23 years of GUI, Web and Mobile Interface Design experience with Global 2000 companies. James Hobart is president of Classic System Solutions Inc.