

2002 Calendar of Software Usability Seminars

Call 800-242-4480 to register today
www.humanfactors.com

What you will learn

These seminars present practical techniques to create highly usable Web and GUI interfaces. Learn to create efficient and intuitive screens that avoid the common pitfalls of interface design. Discover human factors design principles that have proven to be successful in hundreds of corporate applications. Enjoy a dynamic format of lectures, videos, group exercises, and on-line demonstrations.

Who benefits

- ▶ **Developers**
- ▶ **Designers**
- ▶ **End Users**
- ▶ **Project Managers**
- ▶ **Webmasters**
- ▶ **Business Analysts**

The Seminars

User-Centered Analysis and Conceptual Design

Effective and usable interface designs begin with a clear definition of user requirements. Topics covered are user profiling, data gathering, scenarios, and conceptual design.

The Science and Art of Effective Web Design

In today's Web environment the "killer app" has to be more than a fancy design and multimedia tricks. Your site must be usable to be cool. Our experts present key research-based methods and insights to ensure your site has maximum usability.

Practical Usability Testing

Let precise user data drive your design decisions. Learn how to use usability testing throughout the system development life cycle and interpret the results correctly. Release a system with exceptional usability.

Annual User Interface Update

Stay current with the best practices in usability. We present the past 18 months of usability research. You can start applying this knowledge the day you return to work. Wow your boss and colleagues!

User-Centered Analysis and Conceptual Design

January 29–30	Boston, MA
February 11–12	San Francisco, CA
February 12–13	Minneapolis, MN
February 25–26	New York, NY
February 27–28	Milwaukee, WI
March 11–12	Dallas, TX
April 8–9	Chicago, IL
May 2–3	Indianapolis, IN
May 21–22	Washington, DC
June 11–12	Omaha, NE
September 9–10	Toronto, ON

What you'll learn:

- ▶ How to define the focus of analysis
- ▶ Create user and environmental profiles
- ▶ Design surveys and questionnaires
- ▶ Perform task analysis
- ▶ Propose task and tool redesign
- ▶ Develop usability specifications
- ▶ Develop scenarios
- ▶ How to transition from analysis to final design

What participants say:

The instructor was fun and dynamic and definitely had lots of real-world experiences to share.”

—US Interactive, King of Prussia, PA

Seminar fees:

2-day course \$965 (3 or more \$860 each)

The Science and Art of Effective Web Design

January 14–16	Austin, TX
February 18–20	Toronto, ON
March 4–6	Washington, DC
March 4–6	Minneapolis, MN
April 9–11	Milwaukee, WI
April 17–19	Boston, MA
May 6–8	Philadelphia, PA
June 10–12	San Diego, CA
July 15–17	Toronto, ON
September 9–11	San Francisco, CA
September 16–18	Washington, DC
October 21–23	Atlanta, GA
October 23–25	Indianapolis, IN
November 4–6	Boston, MA
November 18–20	Washington, DC
November 18–20	Toronto, ON
December 2–4	Chicago, IL
December 2–4	New York, NY

What you'll learn:

- ▶ How to analyze the task flow of your target audience—learn your user’s mental model
- ▶ Design a Web site structure that matches the user task flow—80% of usability is determined by the navigational architecture
- ▶ How to optimize operation, layout, wording, color, and background
- ▶ Exercises to identify and eliminate usability design deficiencies
- ▶ Usability issues for browser-embedded applications
- ▶ New material on developing effective Web interface standards
- ▶ Walk through a case study—determine a motivation plan, develop a theme, build a site structure, optimize for task flow and work up a detailed screen design

What participants say:

Excellent course, loaded with useful information. I feel well prepared to evaluate and improve existing designs as well as create better new designs.

Best course I’ve taken in a long time.”

—GMAC, Minneapolis, MN

This was one of the best classes I’ve taken in a long time—very applicable, interesting, fun. Great instructor!”

—AT&T, Jacksonville, FL

Seminar fees:

3-day course \$1175 (3 or more \$995 each)

Practical Usability Testing

February 7–8	Columbus, OH
April 18–19	Minneapolis, MN
April 22–23	New York, NY
May 8–9	Milwaukee, WI
June 13–14	Boston, MA
July 18–19	Toronto, ON
July 18–19	Indianapolis, IN
September 19–20	Washington, DC
November 7–8	Austin, TX
December 12–13	San Francisco, CA

What you'll learn:

- ▶ How to plan usability testing throughout the system development life cycle
- ▶ Testing the importance of proposed system functions
- ▶ How to develop simple questionnaires
- ▶ Complete heuristic evaluations of initial prototypes
- ▶ Testing icons, wording, and other interface components
- ▶ Complete an informal protocol simulation trial on a prototype
- ▶ Participate effectively in a formal usability test and interpret the results

What participants say:

“I had very low expectations, based on other, non-HFI seminars I have attended. I was pleasantly surprised! Not only very useful, but fun!”
—American Express, New York, NY

Seminar fees:

2-day course \$965 (3 or more \$860 each)

Annual User Interface Update

March 18–20	Toronto, ON
April 15–17	Washington, DC
May 8–10	New York, NY
May 21–23	Minneapolis, MN
May 21–23	San Francisco, CA
June 3–5	Chicago, IL
June 11–13	Milwaukee, WI
September 4–6	Dallas, TX
September 10–12	Baltimore, MD
October 7–9	Boston, MA
November 11–13	Seattle, WA

What you'll learn:

- This course is 100% new each year. It gives an overview and discussion of the latest *research* related to designing user interfaces, optimizing usability and improving the user experience.
- ▶ Input methods and output devices
 - ▶ Display and multimedia issues
 - ▶ Prototyping and iterative design
 - ▶ All aspects of usability testing
 - ▶ Human information processing issues
 - ▶ Help, documentation and training
 - ▶ Web sites, PDAs, GUIs

What participants say:

“This seminar provided the most ‘bang for the buck’ of any course or seminar I’ve attended in 7 years. There is more information available in this course than I can even read in a year.”
—Andersen Consulting, Chicago, IL

Seminar fees:

3-day course \$1175 (3 or more \$995 each)

Call for information: 800-242-4480

Our guarantee of your satisfaction

Human Factors International, Inc. intends that all participants will benefit from the seminar. We offer the best possible training in this field. If at any time during the first day of the course a participant notifies the instructor of his or her desire to withdraw, he or she may leave and receive a full refund. There is absolutely no risk to the participants or their companies.



2002 Seminar Schedule at a Glance

UCA User-Centered Analysis and Conceptual Design

UT Practical Usability Testing

WEB The Science and Art of Effective Web Design

UIU Annual User Interface Update

NOTE: Dates are subject to change. Please confirm seminar schedule before planning to attend. Call 800-242-4480 or check online at <http://www.humanfactors.com/training/schedule.asp>.

JANUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14-16 Web - Austin		17	18	19	
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27	28	29-30 UCA - Boston				

FEBRUARY						
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MARCH						
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MAY						
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AUGUST						
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SEPTEMBER						
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OCTOBER						
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NOVEMBER						
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DECEMBER						
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22	23	24	25	26	27	28
29	30	31				

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A partial list of HFI's corporate seminar clients

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■ **ERIC M. SCHAFER, PH.D., CPE**, is CEO and founder of HFI. He has taught over 400 on-site courses at companies such as AT&T, IBM, EDS, Continental Insurance, Ford Motor Company, Ameritech, and National Westminster Bank. During the past 20 years, Eric has developed clear-cut approaches to the rapid development of corporate screen design standards and architectures.



■ **PHIL H. GODDARD, PH.D.**, has applied user-centered design to a wide range of scientific, government and business applications. He functions as Chief of Training, Development, and Delivery for HFI. He has completed usability projects for clients such as FedEx Corporation, American Fundware, Internal Revenue Service, and Chase Manhattan Bank. Phil's warm personality and clear presentation style win high praise.



■ **DIANA R. NELSON, PH.D.**, has helped to improve the efficiency and productivity of user interfaces in military, banking, customer service, and insurance systems for IBM, Bank of Nova Scotia, Lexis/Nexis, and many others. She recently managed the development of the GUI Design Standard for the Internal Revenue Service. She is currently performing expert reviews and usability testing for off-the-shelf software products.



■ **HAROLD "HAL" MILLER-JACOBS, PH.D., CPE**, has over 25 years experience in the management of user interface design projects for government, defense, financial, telecommunications and manufacturing clients. His expertise includes user workflow and task analysis, interface design, prototyping, and software usability evaluations. Hal has inspired the career growth of many systems developers in human factors.



■ **CATHERINE A. ASHWORTH, PH.D.**, has worked in the professional human factors and usability field since 1992. She conducts all aspects of usability consulting including diagnosing clients' requirements, performing and supervising technical work, and project management. Catherine has worked on e-commerce Internet and extranet sites, Web applications, and informational Web sites.



■ **DREW FALK, M.S.**, is a Project Director with over 25 years of systems experience. He has extensive experience in project management, data administration, and business process reengineering. Clients include Reuters, United Airlines, United Parcel Service, Allianz Insurance, Barnes & Nobel, MCI Worldcom, and Sabre Travel. His courses in GUI and Web design are informative and popular.



■ **ROBERT W. BAILEY, PH.D.**, has over 35 years experience in the usability field—no one understands usability research better. He has pioneered many ideas, and published numerous articles, technical reports and books. He is an excellent teacher, and has served on the faculties of Columbia University and Stevens Institute of Technology. Dr. Bailey teaches in major corporations throughout the world.



■ **JOHN SORFLATEN, PH.D., CPE**, specializes in the design of graphical user interfaces. He is a veteran of numerous interface design projects in the finance, insurance, telecommunications, point of sale, and manufacturing industries. John authors articles on usability and interface design, and has appeared in such publications as *The X Journal*, *Intranet Design Magazine*, and *The Journal of Electronic Commerce*.



■ **CATHERINE D. GADDY, PH.D., CHFP**, has designed, developed and taught human factors courses for clients in the commercial, government, and academic sectors. During 20 years of experience, Cathy has provided consulting and research expertise to improve human performance in complex systems, including human-computer interaction in power plants and information retrieval from the Web.



■ **APRIL MCGEE, M.S.**, has over 15 years professional experience in usability engineering. She has a proven track record with telephony products and services as well as network and element management for broadband data systems. Her strengths include user interface design, usability testing, development of user interface guidelines and requirements, and delivering bottom-line customer satisfaction.



■ **APALA LAHIRI CHAVAN, M.SC.**, is Managing Director of HFI's India office. In the professional human factors field since 1987, her experience includes interface design, standards and style guide development, needs analysis, task flow analysis, forms design, documentation, training, and online support. Apala has a special interest in internationalization of products and has presented several papers on the subject.



■ **R. BRUCE MCCOMMONS, M.A., CPE**, is a Project Director and has over 33 years of professional human factors experience. He has worked as an HFE program manager, interface architect, and developer of interface standards, specifications, and style guides. He has been a technical advisor or consultant to over 50 government agencies and contractors, and has authored or co-authored over 37 publications.

On-Site Training

If you have six or more people from your company who wish to attend a seminar please give us a call at 800-242-4480 to discuss having an on-site course or hosting a public seminar. With our 3-1-30 program our instructors will even stay an extra day to help you put what you have learned into practice. For more information come to our Web site.

Certification

Usability has become more and more critical to online success. Your growing knowledge of usability should be a key professional advantage. Now you can become an HFI-Certified Usability Analyst. You will be credentialed by the world's leading software-usability firm, and be able to contribute to improved user satisfaction of your company's products.

4 easy ways to register:

1. Register online:

[www.humanfactors.com/
training/schedule.asp](http://www.humanfactors.com/training/schedule.asp)

2. Call toll free:

800-242-4480

3. Fax completed form to: 641-472-5412

4. Mail completed form to:

Human Factors
International, Inc.
410 West Lowe
P.O. Box 2020
Fairfield, IA
52556-2020

Software Usability Seminar Registration Form

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DATES _____

COMPANY _____

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CITY _____

STATE _____

ZIP _____

ATTENDEE / TITLE _____

ATTENDEE / TITLE _____

ATTENDEE / TITLE _____

CONTACT PERSON _____

PHONE _____

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E-MAIL _____

APPROVING MANAGER _____

PHONE _____

FAX _____

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Canadian courses: add 7% GST to fee.

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