

# 2003 Calendar of Software Usability Seminars

Call 800-242-4480 to register today  
[www.humanfactors.com](http://www.humanfactors.com)

## What you will learn

**T**hese 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.

### Putting Research into Practice

This seminar provides participants a fast-paced review of recent usability research with a distinct "How can I use this?" focus. In 2003, special attention is given to "Building Web Credibility."

## User-Centered Analysis and Conceptual Design

January 23–24	New York, NY
February 20–21	San Francisco, CA
March 10–11	Washington, DC
May 12–13	Durham, NC
June 9–10	Toronto, ON
September 15–16	San Francisco, CA
September 22–23	Chicago, IL
October 20–21	Austin, TX
November 6–7	Atlanta, GA

### 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:

**T**he 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 \$995 (3 or more \$900 each)

## The Science and Art of Effective Web Design

January 27–29	Milwaukee, WI
February 3–5	Philadelphia, PA
February 26–28	Phoenix, AZ
March 12–14	Washington, DC
April 2–4	Boston, MA
April 9–11	Raleigh, NC
April 29–May 1	Denver, CO
May 19–20	San Francisco, CA
June 11–13	Toronto, ON
June 11–13	Minneapolis, MN
July 9–11	Columbus, OH
July 16–18	New York, NY
September 8–10	Washington, DC
Sept. 29 – Oct. 1	Dallas, TX
November 5–7	Washington, DC
November 12–14	San Diego, CA
December 1–3	Chicago, IL

### 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:

**E**xcellent 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

**T**his 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 \$1295 (3 or more \$1170 each)

## Practical Usability Testing

### What you'll learn:

### What participants say:

January 30–31	San Diego, CA
February 26–27	Bethesda, MD
April 7–8	Chicago, IL
May 14–15	Durham, NC
May 15–16	Philadelphia, PA
July 14–15	New York, NY
July 29–30	Denver, CO
September 11–12	Washington, DC
October 2–3	Toronto, ON
October 2–3	Dallas, TX
October 23–24	Boston, MA
December 8–9	San Francisco, CA

- ▶ 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

“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 \$1095 (3 or more \$990 each)

## Putting Usability Research into Practice

### What you'll learn:

June 4–6	Chicago, IL
June 9–11	Washington, DC
July 22–24	Toronto, ON
September 8–10	New York, NY
October 14–16	Minneapolis, MN
October 27–29	San Francisco, CA
November 12–14	Seattle, WA
December 3–5	Atlanta, GA

This seminar presents a cohesive overview of cutting-edge discoveries that advance the design and evaluation of user-centered software products. Special attention is given to the application of this research to real-world user-centered design.

“Usability is all about science. *Putting Usability Research into Practice* lets you take the latest scientific research and apply it now.”

—Jay More, President of HFI

### Seminar fees:

3-day course \$1355 (3 or more \$1220 each)

## On-Site Training

## Certification

## Our guarantee of your satisfaction

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.

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.

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.

# 2003 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

**PRP** Putting Research into Practice

**NOTE:** Dates and prices 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	15	16	17	18
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				UCA-New York		
26	Web - Milwaukee			UT-San Diego		

FEBRUARY						
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23	24	25	26	Web - Phoenix		
			UT-Bethesda			

MARCH						
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	UCA - DC					
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23/30	24/31	25	26	27	28	29

APRIL						
S	M	T	W	T	F	S
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			Web - Boston			
6	UT - Chicago		Web - Raleigh			12
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27	28	Web - Denver				

MAY						
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11	UCA - Durham		UT-Durham		16	17
			UT-Philadelphia			
18	Web - San Francisco			22	23	24
25	26	27	28	29	30	31

JUNE						
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1	2	3	PRP - Chicago		7	
8	UCA - Toronto		Web - Minneapolis - Toronto		14	
		PRP - Wash., DC				
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JULY						
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6	7	8	Web - Columbus		12	
13	UT - New York		Web - New York			
20	21	PRP - Toronto		25	26	
27	28	UT - Denver		31		

AUGUST						
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24/31	25	26	27	28	29	30

SEPTEMBER						
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7	Web - Wash., DC		UT - Wash., DC		13	
		PRP - New York				
14	UCA - San Fran		18	19	20	
21	UCA - Chicago		25	26	27	
28	Web - Dallas					

OCTOBER						
S	M	T	W	T	F	S
			1	UT - Dallas		4
			UT - Toronto			
5	6	7	8	9	10	11
12	13	PRP - Minneapolis		17	18	
19	UCA - Austin		UT - Boston		25	
26	PRP - San Francisco		30	31		

NOVEMBER						
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2	3	4	Web - Wash., DC		8	
			UT - Bethesda			
9	10	11	Web - San Diego		15	
			PRP - Seattle			
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

DECEMBER						
S	M	T	W	T	F	S
	1	2	Web - Chicago		6	
			PRP - Atlanta			
7	UT - San Fran		10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

# Seminar Instructors

## A partial list of HFI's corporate seminar clients

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Continental Insurance  
Deloitte Consulting  
Ericsson Information Systems  
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[www.humanfactors.com](http://www.humanfactors.com)



■ **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.



■ **KATHLEEN A. STRAUB, PH.D.**, is experienced in the design and evaluation of Web and multi-media interfaces for both commercial and government clients. She is versed in user task analyses, information architecture, site standards, screen and page design, and usability testing. Kath also collaborates on the *Democratization of Data Project*, outlining effective guidelines for statistical data-mining interfaces.



■ **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.



■ **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.



■ **ROSS MOSER, B.S.**, a Project Director in HFI's Boston office, is experienced in Web and application design, standards and style guide development, documentation, workstation layout, and tool and product design. He has led teams in software usability and industrial ergonomics and remains committed to quality, user-driven design. Ross always gets high marks from seminar participants.



■ **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.

## 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

**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>.

SEMINAR TITLE \_\_\_\_\_

LOCATION \_\_\_\_\_

DATES \_\_\_\_\_

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

ATTENDEE / TITLE \_\_\_\_\_

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CONTACT PERSON \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

APPROVING MANAGER \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

**Canadian courses: add 7% GST to fee.**

**Human Factors International**

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