

# 2010 Calendar of User-Centered Design Courses

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

## What you will learn

**T**hese courses 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 Courses

### User-Centered Analysis and Conceptual Design

User-centered analysis is the basis for successful interface design. Topics include user profiling, data gathering, scenarios, and transitioning to final design.

### The Science and Art of Effective Web and Application Design

Designing intuitive and effective user interfaces is both science and art. Learn 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.

### Putting Research into Practice

This course provides participants a fast-paced review of recent usability research with a distinct “How can I use this?” focus.

### How to Design for Persuasion, Emotion, and Trust (PET design)

Learn to develop persuasive strategies and implement research-based methods throughout the design process to make your website more trustworthy and convincing.

### Design for the Big: User-Centric Innovation and Strategy

This course will empower you to contribute to your organization’s strategic planning and thinking on user-centric strategies and product innovation from the perspective of user experience.

## User-Centered Analysis and Conceptual Design

January 18-20	San Diego, CA
February 1-3	Atlanta, GA
February 22-24	New York, NY
March 1-3	San Francisco, CA
March 15-17	Washington DC
April 12-14	Boston, MA
May 10-12	Minneapolis, MN
June 7-9	Philadelphia, PA
June 21-23	Toronto, Canada
July 12-14	Chicago, IL
August 2-4	Seattle, WA
August 16-18	Washington, DC
September 13-15	Dallas, TX
October 4-6	Denver, CO
November 8-10	Sacramento, CA
December 6-8	Chicago, IL

### 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:

3-day course \$1595 (3 or more \$1435 each)

## The Science and Art of Effective Web and Application Design

January 25-27	San Diego, CA
February 8-10	Atlanta, GA
March 8-10	San Francisco, CA
March 22-24	Washington, DC
April 19-21	Boston, MA
April 26-28	New York, NY
May 17-19	Minneapolis, MN
June 14-16	Philadelphia, PA
July 19-21	Chicago, IL
July 26-28	Toronto, Canada
August 9-11	Seattle, WA
August 23-25	Washington, DC
September 20-22	Dallas, TX
October 11-13	Denver, CO
November 15-17	Sacramento, CA
December 13-15	Chicago, IL

### What you'll learn:

- ▶ How to identify, select, and implement appropriate navigation models used to build intuitive navigation structures
- ▶ Make better decisions and recommendations to improve visual design, including: layout, color, graphics and icons, and text
- ▶ Implement effective usability-based content organization and treatment methods
- ▶ Ensure intuitive interaction through appropriate UI control selection and error and feedback design
- ▶ Increase design efficiency using Web and application templates
- ▶ Extend your UCD sphere of influence into the domains of user experience, accessibility, and cross-cultural 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 \$1595 (3 or more \$1435 each)

## Practical Usability Testing

January 21-22	San Diego, CA
February 4-5	Atlanta, GA
February 25-26	New York, NY
March 4-5	San Francisco, CA
March 18-19	Washington, DC
April 15-16	Boston, MA
May 13-14	Minneapolis, MN
June 10-11	Philadelphia, PA
June 24-25	Toronto, Canada
July 15-16	Chicago, IL
August 5-6	Seattle, WA
August 19-20	Washington, DC
September 16-17	Dallas, TX
October 7-8	Denver, CO
November 11-12	Sacramento, CA
December 9-10	Chicago, IL

### 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 \$1295 (3 or more \$1165 each)

## Putting Usability Research into Practice

January 28-29	San Diego, CA
February 11-12	Atlanta, GA
March 11-12	San Francisco, CA
March 25-26	Washington, DC
April 23-33	Boston, MA
April 29-30	New York, NY
May 20-21	Minneapolis, MN
June 17-18	Philadelphia, PA
July 22-23	Chicago, IL
July 29-30	Toronto, Canada
August 12-13	Seattle, WA
August 26-27	Washington, DC
September 23-24	Dallas, TX
October 14-15	Denver, CO
November 18-19	Sacramento, CA
December 16-17	Chicago, IL

### What you'll learn:

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.

### What participants say:

“Interesting & thought-provoking survey. I appreciated the instructor's insights. The best seminar I've attended in some time.”  
—Square D Company, Chicago, IL

#### Seminar fees:

2-day course \$1395 (3 or more \$1255 each)

## How to Design for Persuasion, Emotion, and Trust (PET design)

February 22-24

May 3-5

June 23-25

July 26-28

September 27-29

November 1-3

San Francisco, CA

New York, NY

Minneapolis, MN

Washington, DC

Chicago, IL

Toronto, ON

### What you'll learn:

- ▶ Create designs that motivate specific actions
- ▶ Increase customer conversion, loyalty, and adoption
- ▶ Understand motivations and emotional triggers
- ▶ Appeal to the rational and emotional aspects of decision-making
- ▶ Test and measure the emotional impact and credibility of your website

### What participants say:

“This is incredibly important work that can open up entirely new ways of thinking about business and web strategy. This course properly redefines what UX means.”

—Erie Insurance, Erie, PA

### Seminar fees:

3-day course \$1995 (3 or more \$1795 each)

## How to Design for the Big: User-Centric Innovation and Strategy

July 19-21

September 13-15

September 20-22

New York, NY

Chicago, IL

Washington, DC

### What you'll learn:

- ▶ The skills and knowledge to bring the UX perspective to strategic and innovative projects
- ▶ How to understand and take advantage of corporate and user ecosystems
- ▶ How to bring innovation ideas to fruition
- ▶ How to optimize design from the perspective of strategy and innovation
- ▶ How to add the UX model to business strategy
- ▶ How social trends impact design and interaction

“This course allows UX people to move up the chain, to bring a UX perspective to the higher level of product strategy and innovation.”

—Dr. Eric Schaffer, CEO, HFI

### Seminar fees:

3-day course \$1995 (3 or more \$1795 each)

## On-Site Training

If you have six or more people from your company who wish to attend a course please give us a call at 800-242-4480 to discuss having an on-site course or hosting a public course. 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.

# 2010 Course Schedule at a Glance

**UCA** User-Centered Analysis and Conceptual Design

**UT** Practical Usability Testing

**PET** How to Design for Persuasion, Emotion and Trust (PET)

**Design** The Science and Art of Effective Web and Application Design

**PRP** Putting Research into Practice

**BIG** How to Design for the Big: User-Centric Innovation and Strategy

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

JANUARY						
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
	UCA - San Diego		UT - San Diego			
24/31	25	26	27	28	29	30
	Design - San Diego		PRP - San Diego			

FEBRUARY						
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	UCA - Atlanta			UT - Atlanta		
7	8	9	10	11	12	13
	Design - Atlanta			PRP - Atlanta		
14	15	16	17	18	19	20
21	22	23	24	25	26	27
	UCA - New York		UT - New York			
28						
	PET - San Francisco					

MARCH						
S	M	T	W	T	F	S
	1	2	3	4	5	6
	UCA - San Francisco			UT - San Fran		
7	8	9	10	11	12	13
	Design - San Francisco			PRP - San Fran		
14	15	16	17	18	19	20
	UCA - Washinton, DC			UT - Wash, DC		
21	22	23	24	25	26	27
	Design - Wash, DC			PRP - Wash, DC		
28	29	30	31			

APRIL						
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	UCA - Boston			UT - Boston		
18	19	20	21	22	23	24
	Design - Boston			PRP - Boston		
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	Design - New York			PRP - New York		

MAY						
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	PET - New York					
9	10	11	12	13	14	15
	UCA - Minneapolis			UT - Minneapolis		
16	17	18	19	20	21	22
	Design - Minneapolis			PRP - Minneapolis		
23/30	24/31	25	26	27	28	29

JUNE						
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	UCA - Philadelphia			UT - Philadelphia		
13	14	15	16	17	18	19
	Design - Philadelphia			PRP - Philadelphia		
20	21	22	23	24	25	26
	UCA - Toronto		UT - Toronto			
27	28	29	30			
	PET - Minneapolis					

JULY						
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	UCA - Chicago			UT - Chicago		
18	19	20	21	22	23	24
	Design - Chicago			PRP - Chicago		
25	26	27	28	29	30	31
	Design - Toronto		PRP - Toronto			
	PET - Washington, DC					

AUGUST						
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1	2	3	4	5	6	7
	UCA - Seattle			UT - Seattle		
8	9	10	11	12	13	14
	Design - Seattle			PRP - Seattle		
15	16	17	18	19	20	21
	UCA - Washinton, DC			UT - Wash, DC		
22	23	24	25	26	27	28
	Design - Wash, DC			PRP - Wash, DC		
29	30	31				

SEPTEMBER						
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	UCA - Dallas		UT - Dallas			
	BIG - Chicago					
19	20	21	22	23	24	25
	Design - Dallas			PRP - Dallas		
	BIG - Washington, DC					
26	27	28	29	30		
	PET - Chicago					

OCTOBER						
S	M	T	W	T	F	S
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	UCA - Denver			UT - Denver		
10	11	12	13	14	15	16
	Design - Denver			PRP - Denver		
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

NOVEMBER						
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	PET - Toronto					
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	UCA - Sacramento			UT - Sacramento		
14	15	16	17	18	19	20
	Design - Sacramento			PRP - Sacramento		
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DECEMBER						
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	UCA - Chicago			UT - Chicago		
12	13	14	15	16	17	18
	Design - Chicago			PRP - Chicago		
19	20	21	22	23	24	25
26	27	28	29	30	31	

# Course Instructors

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

Agilent Technologies  
Airborne Express  
Ameritech  
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Blue Cross/Blue Shield  
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Chrysler  
Cincinnati Bell Info Systems  
Continental Insurance  
Deloitte Consulting  
EPA  
Ericsson Information Systems  
FedEx  
Fidelity Investments  
Ford Motor Company  
General Motors  
Hewitt Associates  
Hewlett-Packard  
IBM  
Library of Congress  
McKesson  
MCI  
Metropolitan Life Insurance  
Motorola  
National Semiconductor  
Northern Telecom  
Paychex  
Prudential Life  
RBC Royal Bank  
Social Security Administration  
Sprint/Nextel

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### e-mail

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### url

[www.humanfactors.com](http://www.humanfactors.com)



“When you attend a class you look at your work from a new and enlightened perspective. You get away from day-to-day projects, learn and practice usability techniques with other professionals—all under the guidance of an experienced instructor. You go back to your job with new insights and a strong set of tools. A core curriculum in usability is a critical part of making usability routine within an organization, and of the professional growth and development of each usability specialist.”

Susan Weinschenk, Ph.D., CUA • Chief of Technical Staff



Eric Schaffer, Ph.D., CPE, CUA  
CEO



Apala Lahiri Chavan, MA, MSc, CUA  
VP Asia



Yogesh Tadwalkar, MSc, CUA  
Associate VP - Asia & Pacific



April McGee, M.S., CUA  
VP Eastern Region



Hitesh Agrawal, MS, CUA  
Executive Director



Arno Bublitz  
Executive Director - Europe



Mary Michals, MBA, CUA  
UX Strategist



Noah Schaffer, PhD, CUA  
Senior UX Strategist



Drew Falk, M.S., CUA  
UX Strategist



Diana R. Nelson, Ph.D., CUA  
Project Director



Harold “Hal” Miller-Jacobs,  
Ph.D., CUA, CPE  
Project Director



Sarit Aurora, CUA  
Project Director



Susan Shapiro, Ph.D., CUA  
Lead Usability Analyst



David Bell, MSc  
Project Director



Steve Fleming, CUA  
UX Strategist



Pamela Jamar, Ph.D.  
Course Instructor



Robert Gillham  
Project Director



Barbara Burke, CUA  
Lead Usability Analyst

User Experience for a Better World

## 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: 641-472-7411
4. Mail completed form to:  
Human Factors International, Inc.  
410 West Lowe  
P.O. Box 2020  
Fairfield, IA  
52556-2020

# User-Centered Design Course Registration Form

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

Seminar title	Contact Person		
Location	phone		
Dates	Fax		
Company	E-mail		
Address	Approving Manager		
City	State	Zip	phone
Attendee / Title	Fax		
Attendee / Title	E-mail		
Attendee / Title	Canadian courses: add 5% GST to fee.		

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.



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International