

# 2012 Calendar of User-Centered Design Courses

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

## User Experience for a Better World

### 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 That Support HFI's Certification Tracks

#### Certified Usability Analyst™ (CUA)

- ▶ **User-Centered Analysis and Conceptual Design**—Methods for analyzing user requirements, and how to transition from task analysis to conceptual design.
- ▶ **Practical Usability Testing**—Practical techniques to move the design into accordance with user's needs, limitations, mental models and cognitive styles.
- ▶ **The Science and Art of Effective Web and Application Design**—Learn to create winning Web sites that balance user performance and visual appeal.
- ▶ **Putting Research into Practice**—A fast-paced review of recent usability research with a distinct "How can I use this?" focus.

#### Certified User Experience Analyst™ (CXA)

- ▶ **How to Design for Persuasion, Emotion, and Trust (PET design)**—Motivate users to explore, discover, interact, and return to your website.
- ▶ **The PET Architect**—Engineering persuasion and engagement into strategies, innovations, and online applications
- ▶ **Design for the Big: User-Centric Innovation and Strategy**—Contribute to your organization's planning on user-centric strategies and innovation
- ▶ **How to Support Institutionalization of a Mature UX Practice**—Culture change, industrial strength practices, and knowledge management

### Specialty Courses

- ▶ **Designing Applications and Websites for Mobile Phones**—Learn the methodology, knowledge, and tools required to approach a mobile application or mobile website design project.

## User-Centered Analysis and Conceptual Design

January 16-18	San Diego, CA
February 6-8	Atlanta, GA
March 5-7	New York, NY
March 19-21	Washington DC
April 9-11	San Francisco, CA
April 30-May 2	Toronto, Canada
June 11-13	Chicago, IL
July 9-11	Seattle, WA
August 20-22	Washington, DC
September 10-12	Boston, MA
November 5-7	Austin, TX
December 3-5	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:

“L earned a lot of information in a short period of time. Excellent blend of lecture, discussion, and exercises.”  
–Vince Conti, Manager  
Interactive Development  
American Express

#### Seminar fees:

3-day course \$1645 (3 or more \$1480 each)

## Practical Usability Testing

January 19-20	San Diego, CA
February 9-10	Atlanta, GA
March 8-9	New York, NY
March 22-23	Washington DC
April 12-13	San Francisco, CA
May 3-4	Toronto, Canada
June 14-15	Chicago, IL
July 12-13	Seattle, WA
August 23-24	Washington, DC
September 13-14	Boston, MA
November 8-9	Austin, TX
December 6-7	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:

“V ery helpful—the course solidified the experience I’ve had in UT and taught me a lot more to give me a broader context and additional techniques.”  
–Leah Gillespie  
Baltimore Gas & Electric

#### Seminar fees:

2-day course \$1345 (3 or more \$1210 each)

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

January 23-25	San Diego, CA
February 13-15	Atlanta, GA
March 12-14	New York, NY
March 26-28	Washington DC
April 16-18	San Francisco, CA
May 7-9	Toronto, Canada
June 18-20	Chicago, IL
July 16-18	Seattle, WA
August 27-29	Washington, DC
September 17-19	Boston, MA
November 12-14	Austin, TX
December 10-12	Chicago, IL

### What you'll learn:

- ▶ How to identify, select, and implement appropriate navigation models
- ▶ Make better decisions and recommendations to improve visual design
- ▶ Implement effective usability-based content organization and treatment methods
- ▶ Ensure intuitive interaction through appropriate control selection and error and feedback design
- ▶ How to increase design efficiency using Web and application templates
- ▶ Extend your UCD sphere of influence into user experience, accessibility, and cross-cultural design

### What participants say:

“I have a better understanding of how to design navigation and interaction points, resulting in increased confidence—now I will be a more effective leader in my organization. I really liked that the information presented in the course was backed by actual research and real-world examples.”

—Christine J. Tahvonen  
TransUnion

#### Seminar fees:

3-day course \$1645 (3 or more \$1480 each)

## Putting Research into Practice

January 26-27	San Diego, CA
February 16-17	Atlanta, GA
March 15-16	New York, NY
March 29-30	Washington DC
April 19-20	San Francisco, CA
May 10-11	Toronto, Canada
June 21-22	Chicago, IL
July 19-20	Seattle, WA
August 30-31	Washington, DC
September 20-21	Boston, MA
November 15-16	Austin, TX
December 13-14	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:

“Excellent course with very good examples and studies! A profit for my everyday work. Thank you!”

—Björn Böller  
Visana Services AG, Switzerland

#### Seminar fees:

2-day course \$1445 (3 or more \$1300 each)

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

April 16-18  
June 18-20  
August 6-8  
October 1-3

Chicago, IL  
New York, NY  
San Francisco, CA  
Washington, DC

### 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.”

—Richard Warnaka  
Erie Insurance

### Seminar fees:

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

## The PET Architect

April 19-20  
June 21-22  
August 9-10  
October 4-5

Chicago, IL  
New York, NY  
San Francisco, CA  
Washington, DC

### What you'll learn:

- ▶ Build on your PET design knowledge to become an expert in PET Structures
- ▶ Apply the PET perspective to strategy, innovation, and application design
- ▶ Lead your UX practice beyond the basics of Information Architectures and detailed design
- ▶ Lead your organization to success in customer conversion; whether eCommerce, government, non-profit, financial institution, or pharma
- ▶ Take full advantage of persuasion design in your website architecture
- ▶ Design persuasion flow based on a core PET meme

“With this course you can structure persuasion strategies that attack whole markets, create innovative offerings, and ensure the success of applications. This is the deepest and most powerful capability of the user-experience analysis.”

—Dr. Eric Schaffer, CEO, HFI

### Seminar fees:

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

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

### What you'll learn:

May 7-9 Chicago, IL  
July 23-25 New York, NY  
September 17-19 San Francisco, CA  
November 12-14 Washington, DC

- ▶ 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)

## How to Support Institutionalization of a Mature UX Practice

### What you'll learn:

May 10-11 Chicago, IL  
July 26-27 New York, NY  
September 20-21 San Francisco, CA  
November 15-16 Washington, DC

- ▶ Understand the global shift to industrial strength UX
- ▶ Help lead your UX practice to higher levels of maturity
- ▶ Understand the difference between doing piecemeal and mature UX work
- ▶ Build a roadmap to success
- ▶ Gain the knowledge to introduce methods and tools for an institutionalized approach to usability
- ▶ Understand the organizational issues that are core to a sustainable UX operation

“Organizations are driving toward industrial strength competency. To help your organization on the road to a mature practice, you need to prepare yourself for the very different working style of a serious UX team.”

—Dr. Eric Schaffer, CEO, HFI

### Seminar fees:

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

## Designing Applications and Websites for Mobile Phones

### What you'll learn:

January 26-27	San Francisco, CA
January 30-31	Dallas, TX
February 2-3	Washington, DC
April 26-27	New York, NY
May 21-22	Chicago, IL
June 25-26	Seattle, WA
July 19-20	Atlanta, GA
August 2-3	Toronto, ON
September 6-7	San Francisco, CA

- ▶ How to inform your design through an understanding of the users, business, and technology.
- ▶ How to design the structure for a mobile phone application or website.
- ▶ The common considerations for navigation, presentation, writing, and interaction to keep in mind while detailing the design.
- ▶ Important testing methods used for validating mobile phone interfaces.
- ▶ How social trends impact design and interaction

“I've seen so many mobile applications fail because they violate the research-based recommendations from the usability engineering field. In just two days, this course will empower designers to apply the fundamentals effectively.”

—Dr. Eric Schaffer, CEO, HFI

### Seminar fees:

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

## 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

## Our guarantee of your satisfaction

Human Factors International, Inc. intends that all participants will benefit from the course. 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.

## 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.

Call for information: 800-242-4480



**Human Factors**  
International

# 2012 Course Schedule at a Glance

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

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

**MOB** Designing Applications and Websites for Mobile Phones

**UT** Practical Usability Testing

**PRP** Putting Research into Practice

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

**ARCH** The PET Architect

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

**I-19** How to Support Institutionalization, of a Mature UX Practice

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

JANUARY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	UCA - San Diego			UT - San Diego		21
22	Design - San Diego			PRP - San Diego		28
29	MOB - Dallas					

FEBRUARY						
S	M	T	W	T	F	S
			1	MOB - Wash, DC		4
5	UCA - Atlanta			UT - Atlanta		11
12	Design - Atlanta			PRP - Atlanta		18
19	20	21	22	23	24	25
26	27	28	29			

MARCH						
S	M	T	W	T	F	S
				1	2	3
4	UCA - New York			UT - New York		10
11	Design - New York			PRP - New York		17
18	UCA - Washington, DC			UT - Wash, DC		24
25	Design - Wash, DC			PRP - Wash, DC		31

APRIL						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	UCA - San Francisco			UT - San Fran		14
15	Design - San Francisco			PRP - San Fran		21
22	PET - Chicago			ARCH - Chicago		28
29	30					

MAY						
S	M	T	W	T	F	S
	UCA - Toronto			UT - Toronto		5
6	Design - Toronto			PRP - Toronto		12
13	BIG - Chicago			I-19 - Chicago		19
20	MOB - Chicago					26
27	28	29	30	31		

JUNE						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	UCA - Chicago			UT - Chicago		16
17	Design - Chicago			PRP - Chicago		23
24	PET - New York			ARCH - New York		30
	MOB - Seattle					

JULY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	UCA - Seattle			UT - Seattle		14
15	Design - Seattle			PRP - Seattle		21
22	BIG - New York			I-19 - New York		28
29	30	31				

AUGUST						
S	M	T	W	T	F	S
			1	MOB - Toronto		4
5	PET - San Francisco			ARCH - San Fran		11
12	13	14	15	16	17	18
19	UCA - Washington, DC			UT - Wash, DC		25
26	Design - Wash, DC			PRP - Wash, DC		31

SEPTEMBER						
S	M	T	W	T	F	S
						1
2	3	4	5	MOB - San Fran		8
9	UCA - Boston			UT - Boston		15
16	Design - Boston			PRP - Boston		22
23/30	BIG - San Francisco			I-19 - San Fran		29

OCTOBER						
S	M	T	W	T	F	S
	PET - Washington, DC			ARCH - Wash, DC		6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER						
S	M	T	W	T	F	S
				1	2	3
4	UCA - Austin			UT - Austin		10
11	Design - Austin			PRP - Austin		17
18	BIG - Washington, DC			I-19 - Wash, DC		24
25	26	27	28	29	30	

DECEMBER						
S	M	T	W	T	F	S
						1
2	UCA - Chicago			UT - Chicago		8
9	Design - Chicago			PRP - Chicago		15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

## Course Instructors

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

Agilent Technologies  
Airborne Express  
Ameritech  
AT&T Information Systems  
Beckman Coulter  
Bell Laboratories  
Blue Cross/Blue Shield  
Bureau of Census  
ChevronTexaco  
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  
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MCI  
Metropolitan Life Insurance  
Motorola  
National Semiconductor  
Northern Telecom  
Paychex  
Prudential Life  
RBC Royal Bank  
Social Security Administration  
Sprint/Nextel

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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 UX Strategies, Americas



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



Apala Lahiri Chavan, MA, MSc, CUA  
Chief Oracle and Innovator



Hitesh Agrawal, MS, CUA  
VP APAC, Africa & Middle East



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



Saurabh Gupta, MS, CUA  
Associate Managing Director, India



Chris Lock, PhD  
Executive Director, Europe



Mary Michaels, 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



Arno Bublitz  
Executive Director - Europe



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



David Bell, MSc  
Project Director



Steve Fleming, CUA  
UX Strategist



Pamela Jamar, Ph.D.  
Course Instructor



Satyam Patel, MS, CUA  
Group Lead



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

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