

# How to build your own Center of Excellence

## Introduction

HFI's Centers of Excellence (CE) offer a variety of professional services that you can use to customize a CE Team that meets your company's annual needs. The services available include human factors engineering, graphics, and programming. The annual cost is given for each staff, and includes management, salary, benefits, equipment, and facilities.

A CE Lead is always required and can manage up to a staff of ten. The staff are extensively trained and certified in The Schaffer Method™ of user-centered design and follow an ISO-certified process. Below is a description of each position and its annual cost.

## CE Lead

- › Usability specialist with a Masters Degree or five years in the field, and HFI training and CUA.
- › If available, the cost for a CE Lead may be retained half-time.
- › Manages projects, scheduling, delivery of work, and special needs.
- › Reviews designs for adherence to usability principles and good graphic design.
- › Provides direction to graphic staff and feedback to clients.
- › Oversees prototyping activities.
- › Is directly responsible for all usability analysis and design work.
- › Spends most of his/her time doing technical work when CE team size is small.
- › Travels to client sites to work on interface structures and standards.

## Senior Usability Specialist

- › Usability specialist with BS/BFA and two years of experience, and HFI training and CUA.
- › Generally has both graphic and technical skill.
- › Supports CE Lead in completing all usability analysis and design activities.
- › Specially trained in operating usability testing equipment and interpreting usability testing results.

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## Senior Graphic Specialist

- › Online graphic artist with BFA and 3 years of experience.
- › Has taken HFI Web Design class and completed special HFI Graphic Factors training.
- › Provides creative direction and advanced capabilities such as illustration, icon creation, and graphic treatment concepts.

## Graphic Specialist

- › Online graphic artist with a certificate from a major institution and one year of experience.
- › Has taken HFI Web Design class and special HFI Graphic Factors training.
- › Follows style guides and templates and prepares production graphics.
- › Supports Senior Graphic staff in executing designs.
- › Compiles image libraries.

## Software Analyst

- › Coding specialist with at least a BS in computer science and three years experience.
- › Has taken HFI Web Design class.
- › Provides overall management of prototype development and hosting.
- › Codes in HTML, JavaScript, and Flash.
- › Provides limited database and backend designs.

## Programmer

- › Coding specialist with a certificate in computer science and one year experience.
- › Has taken HFI Web Design class.
- › Codes prototypes in HTML.
- › Supports Software Analyst with quality assurance work.

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## Typical Team Structures

Each company has its own set of goals for the year and consequently its own staffing requirements. Some projects will have more emphasis on graphics, while others may require more technical support. All projects, however, need expert usability support.

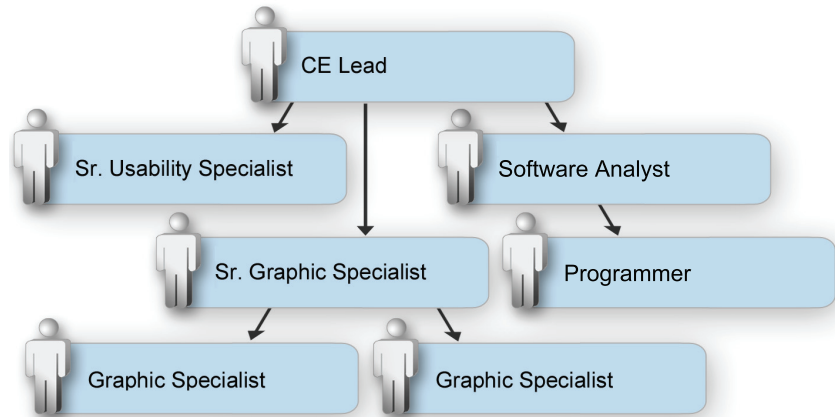
Different levels of expertise in usability, graphics, and technical support can be combined based on these annual goals. On the next page we show an example of a “full-service” CE Team, capable of taking a requirements definition and completing the project from design through quality assurance. We might see a team like this brought on when the projects are new innovations, for example, a new e-commerce Web presence.

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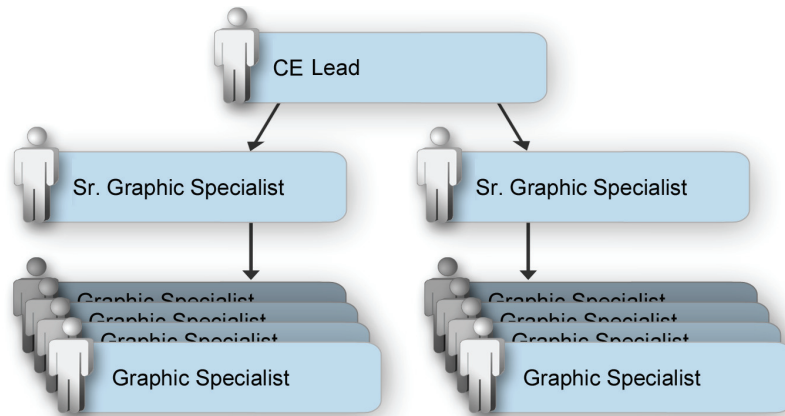
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## Full Service CE Team



A second CE Team example is shown below, where the goals for the company strongly emphasize graphics work, mostly likely for a repositioning or rejuvenation of the brand.

## Specialized CE Team



All CE Teams begin with a CE Lead as a requirement. From here, a company can build the right combinations of expertise to meet its annual goals—on time, on budget, and usable.

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## Basic Terms and Conditions

The fixed fee for the first year of your CE Team is determined by the sum of the annual cost for each member. See full CE service catalogue for other optional services and their related costs. HFI will invoice 25% of the annual fee, which is due before the staff begin work. The remainder of the fee will be invoiced at the beginning of each month. Optional expenses are invoiced monthly. The CE Team is committed in three-month, six-month, or one-year increments. Penalties may occur if early termination is requested.

