

User-centered design principles,
Web site and application design,
updated design examples

THE SCIENCE AND ART OF EFFECTIVE WEB AND APPLICATION DESIGN



What you will learn:

- ▶ How to implement user-centered requirements into usable designs
- ▶ How to integrate the focal points of visual design: Navigation, Presentation, Content, and Interaction
- ▶ How Web site and application design strategies differ and overlap



Human Factors
International

2-Day
Comprehensive Course

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THE SCIENCE AND ART OF EFFECTIVE WEB AND APPLICATION DESIGN

Designing intuitive and effective user interfaces is both science and art. During this course, participants will learn how to apply research-based and field-tested Web and application design principles and methodologies. Initially they will focus on the four foundational layers of the interface: Navigation, Presentation, Content, and Interaction. Participants will then be provided

with the framework, tools, and standards needed to support rapid prototyping initiatives. Finally, they will extend their sphere of influence through the application of accessibility and cross-cultural design methods. The course is led by experienced HFI consultants and includes in-depth discussions, challenging and interactive exercises, and fully documented student materials.

Course Objectives

- ▶ At the end of this course, participants will be able 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 standards
 - Extend their UCD sphere of influence into the domains of user experience, accessibility, and cross-cultural design

What You Get

- ▶ A comprehensive student manual
- ▶ A Workbook and Resource Guide that contains:
 - Course exercises
 - Useful publication and Web site references
 - User interface control selection guide
 - Glossary with annotations and illustrations
 - Quick reference job aids

Who Should Attend

Those involved in the design and development of Web, e-commerce, informational and promotional sites, Intranets, and applications.

No Prerequisite

COURSE OUTLINE

DAY 1

1 Design is Science and Art

- ▶ Scientific models in user-centered design (UCD)
- ▶ Definition of UCD

Video: You're never right the first time

Exercise: Designing for functional requirements

- ▶ Characteristics of usable designs
- ▶ UCD Benefits

Exercise: Conduct a design heuristic evaluation

2 Navigation

- ▶ Characteristics of usable navigation
- ▶ Primary navigation systems
 - Hierarchical models
 - Persistent design systems

- Sequential navigation
- Search
- ▶ Supplemental navigation
 - Table of contents
 - Index
 - Breadcrumbs
 - Quick links
 - Multiple windows and browsers

Video: Five questions for navigation

- ▶ Multiple systems navigation design

Exercise: Select appropriate navigation models

3 Presentation

- ▶ Visual-cognitive processing
 - Eye movement and eye tracking

Video: Eye tracking & user interest

Video: Eye tracking & reading

- Gestalt principles of visual design
- ▶ Layout
- ▶ Color
- ▶ Graphics

Video: Functional graphics

Video: Color and highlighting

- ▶ Text

4 Content

- ▶ Printed vs. online content
- ▶ Writing for clarity
 - Writing style
 - Word choice
 - Mechanics
- ▶ Methods that facilitate scanning
 - Writers' pyramid
 - Headings, bulleted and numbered lists

Video: Importance of headings

Exercise: Sharpen writing skills

DAY 2

5 Interaction

- ▶ Key components of interaction design
- ▶ User interface controls
 - Data entry
 - Navigation and action
 - Selection

Exercise: Selecting appropriate UI Controls

- ▶ Error handling and prevention
- ▶ Feedback

Exercise: Design an effective feedback message

6 Web Site and Application Prototyping

- ▶ Differences between Web sites and applications
- ▶ Prototyping
 - Low versus high-fidelity prototypes
- ▶ Effective prototyping strategies
- ▶ Web site, application, and e-commerce design elements
- ▶ Web site and application templates

Exercise: Build an application prototype

Exercise: Build an application prototype (continued)

7 Internationalization

- ▶ Internationalization, globalization, and localization
- ▶ Internationalization design checklist
- ▶ Multicultural considerations
- ▶ Internationalization design process and usability testing

8 Beyond Design Knowledge

- ▶ Barriers to implementing UCD practices
- ▶ UCD practitioners' knowledge, skills, and abilities
- ▶ Academic training and HFI certification
- ▶ HFI's Certified Usability Analyst designation
- ▶ UCD and HCI professional organizations

Testimonials

"Having been in the design industry for quite a while, I noticed that due to lack of usability inputs, most of our projects needed massive re-design, backtracking or repetitive modifications—very time consuming and costly affairs. From this perspective, HFI's training was very effective. Now, I have more confidence and required skills to address usability challenges." Chow Sok Mui Murie—Senior Creative Consultant, NCS

"There were key takeaway points that I have as a result of the course and that made it worth the 3 days from a ROI perspective. The instructor was deeply knowledgeable and enthusiastic about the subjects covered which increased the enjoyment and learning environment of the course." Lena Dobreci—Product Development Manager, Global Sources

A partial list of companies where we have taught human factors seminars

Agilent Technologies
Airborne Express
Ameritech
AT&T Information Systems
Beckman Coulter
Bell Laboratories
Blue Cross/Blue Shield
Bureau of Census
China Air
China Telecom
Citibank
Continental Insurance
Deloitte Consulting
EPA
Ericsson Information Systems
FedEx
Fidelity Investments
Ford Motor Company
General Motors
Haier China
Hewlett Packard
HTC Taiwan
IBM
Library of Congress
MCI
Metropolitan Life Insurance
Motorola
National Semiconductor
Nokia Finland
PayPal
Prudential Life
RBC Royal Bank
Samsung Korea
Singapore Government



“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

INSTRUCTOR



Jianming Dong, Ph.D., has over 12 years of industry experience of managing and conducting leading-edge user experience research and design at IBM, eBay/PayPal and HFI.

Dr. Dong’s professional expertise covers broad areas in Human-Computer Interaction and user experience research methodologies. Aside from many years of user research and design experience in the US, Dr. Dong has also been mind leader in international research and cross-cultural design. He has been in charge of many international research projects in his career.

Early in his career, Dr. Dong authored EZSort—the first card-sorting and cluster analysis tool for information architecture design in the HCI field, which has been presented at the CHI conference as a referred demo, and then used by thousands of user research professionals in the world. Dr. Dong holds at least 5 issued US patents, 5 pending US patents and 7 published invention disclosures in the field of HCI design and evaluation.

He was the first author of a bestselling HCI book in Chinese published by Tsinghua University Press, which has been sold over 10000 copies in China and widely adopted into the university curriculum. Dr. Dong published and presented numerous papers in top conferences and journals, including CHI, UPA, HCII, etc. Dr. Dong is member of editorial board of International Journal of Human-Computer Interaction and routinely reviews conference and journal submissions.

Jianming Dong is the Managing Director of HFI Greater China. He is responsible for developing business strategies, managing the operations, and delivering top technical programs for HFI Greater China Office. Dr. Dong received his Ph.D. from Purdue University in 1997.

ON-SITE TRAINING

If you have six or more people from your company who wish to attend a seminar, please call us at +65 6220 6431 (HFI Singapore) to discuss having an on-site course or hosting a public seminar.

CERTIFICATION

Become a Certified Usability Analyst™ with HFI’s certification program. HFI-Certified Usability Analysts take courses in all the key areas of software usability, then pass an examination demonstrating their mastery.

For more information: www.humanfactors.com/training/certification.asp



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