

Essentials of Usability

A complete set of materials to train your staff and colleagues in the basics of user-centered design

- Cost-effective
- On-demand
- Corporate-wide



The Six Essentials Seminars:

- Basics of Usability
- User-Centered Analysis
- Information Architecture and Navigation Design
- Writing for Online Content
- Detailed Page Design
- Usability Testing

Overview

The Essentials of Usability Seminars (“Essentials”) is a unique offering contained within HFI’s Usability Central—*Best Practices*. This suite of six seminars gives you a ready-made curriculum to educate your staff on principles and techniques for user-centered design. The seminars provide a complete “basics” training program featuring a wide range of expert usability knowledge in a condensed, easy-to-deliver format. HFI’s Essentials helps you lay the foundation for a mature user-centered design program within your organization.

Structure

Seminars can be delivered within one to three hours, with the exception of the “Basics of Usability” module which is designed as a one day course. You can deliver a subset of the presentation in a short lecture format, or you can choose to conduct the seminar exercises to provide hands-on skill training. Class sizes could range from 100 students for a short, knowledge-based presentation, to 25 for a skills-based seminar.

What you get

For each seminar, you receive a CD containing:

- Slides in PowerPoint format
- Student manual in PDF format
- Set of Quick Reference Guides in PDF format for unlimited printing
- Train-the-trainer videos in Microsoft Producer
- Optional: One day of on-site training for the instructor—an HFI trainer walks through the material with your organization

Who will benefit

The intended audience is internal staff involved in software development, Web site design, and Intranet design, including: software product owners, managers, interactive marketing specialists, business analysts, developers, visual designers, information architects, quality assurance analysts, usability engineers, content editors, and technical writers.

The Seminars

Basics of Usability

- ◆ Provide staff with an overview of the user-centered design process, including critical practices and techniques.
- ◆ Use this seminar as an introduction to the remaining five seminars contained in the Essentials series, or as a stand alone overview session.

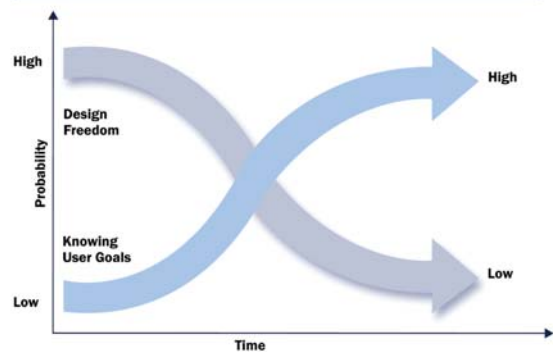
Why Very Smart People Can Fail



User-Centered Analysis

- ◆ Enable your organization to justify user/task analysis in terms of ROI.
- ◆ Achieve hands-on experience profiling users, creating personas, and developing optimized scenarios and task flows for design.

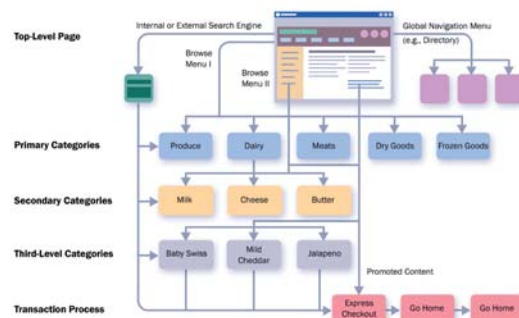
Challenges : Getting Smart Early...



Information Architecture and Navigation Design

- ◆ Advance your developers and information architects in the ability to create effective labeling systems and to select navigation models that maximize access to site/application content.
- ◆ Gain hands-on experience with card-sorting techniques and choosing the right navigation model.

Integrating Navigation Models



Writing for Online Content

- ◆ Take advantage of the strengths of digital publishing rather than simply move printed material to cyberspace.
- ◆ Transfer knowledge of the basic principles of editorial style, information mapping, and typography for visually optimized, actionable, and engaging content.

Inverted Pyramid Writing

Conclusions at the top (topic sentences).
Details at the end (expendable).

Benefits:

- ◆ Readers get immediate pay-off
- ◆ Readers get the gist without wading through all the details
- ◆ Automatic TOC descriptions are provided

Supercomputer tackles DNA project
New IBM machine is the second largest in the world
By Bob Sullivan
USAIB

Dec. 18 — The world's fastest commercial supercomputer will soon be devoted exclusively to solving the world's most powerful puzzle. A new IBM supercomputer will be made available to companies trying to ask questions of the recently decoded human genome.



NINDS Today
One of 25 Institutes and Centers (ICs) comprising the National Institutes of Health, NINDS has occupied a central position in the world of neuroscience for nearly 50 years.

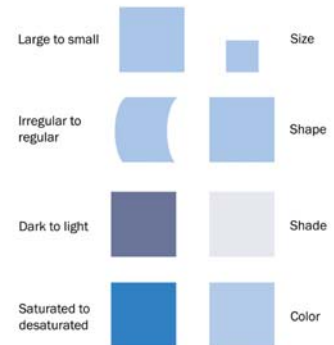
Challenges
The mission of NINDS is to **reduce the burden of neurological disease** — a burden borne by every age group, by every segment of society, by people all over the world.

Detailed Page Design

- ◆ Ensure that your designers optimize the visual presentation of information through familiarity with user-centered principles of layout, color, graphics, and controls.
- ◆ Provide hands-on experience conducting evaluations of competitive Web sites and applications.

Visual Attributes That Control Focus

Scientific research indicates that the eyes tend to move from:



Usability Testing

- ◆ Help your team ascertain the appropriate usability tests to use for performance and preference feedback of both early and advanced prototypes.
- ◆ Through hands-on work experience, gain the knowledge of usability issues that testing can provide.

The Purpose of Prototypes

The purpose of prototyping is to support iteration.

Use the tools that answer the questions you're asking.

Use the tools that allow you to move quickly.

Hand sketches
Wire frames
(Word, PowerPoint, etc.)

Control the level of effort you put into development tools.

Functioning prototypes
(HTML, VB)



Certified Usability Analyst Program

HFI's Division of Certification and Training

HFI offers a wide range of public and on-site usability training solutions. HFI's training program is designed to help you reduce training costs and increase user acceptance, speed, and accuracy. Specific seminar topics include Web and application design, user-centered analysis, usability testing, and the most recent research within the field of usability engineering.

HFI's Certified Usability Analyst (CUA) Program

HFI offers an opportunity for practitioners to formalize their growing knowledge of usability and make it a key professional advantage. HFI certification can help your employees become recognized usability authorities within your company and enable them to progress in their career path.

HFI CUAs pass an examination demonstrating their mastery of the fundamental principles of user-centered design, based on the following coursework:

- User-Centered Analysis and Conceptual Design
- The Science and Art of Effective Web and Application Design
- Practical Usability Testing
- Putting Research into Practice

CUAs bring immediate value to their organizations because of their ability to demonstrate a clear understanding of the principles of user-centered design. They have learned a wide variety of skills, including the ability to perform data gathering, task analysis, and usability testing. CUAs cannot only pinpoint usability problems, but more importantly, offer design solutions.

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