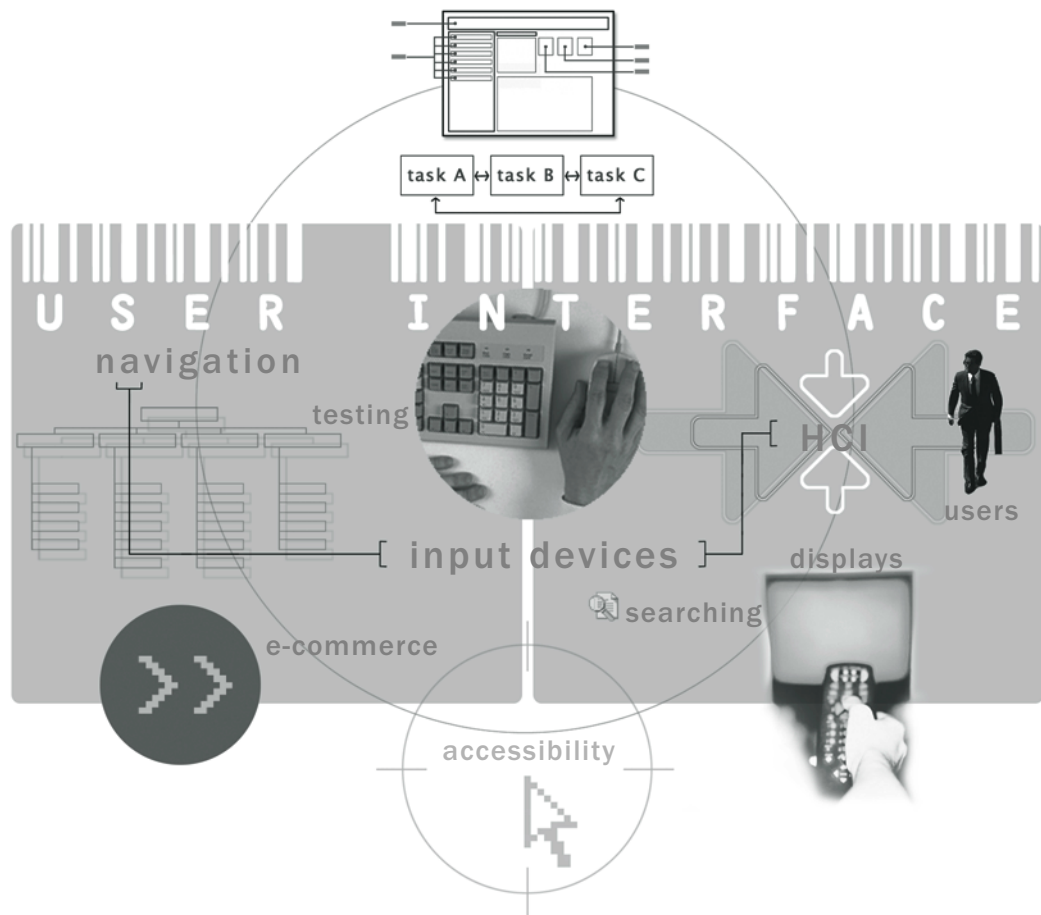


Stay current with best practices in usability

PUTTING RESEARCH INTO PRACTICE

2007



Human Factors
International

2-Day
Comprehensive Course

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**PUTTING
RESEARCH
INTO
PRACTICE
2007**

This course provides participants with an engaging review of foundational and recent research with a distinct “*How can I use this?*” focus. HFI’s experts provide in-depth summaries of the literature in Human-Computer Interaction, Psychology, Computer Science, Technology, and Usability Engineering. We present the practical implications of this research and its impact on how we conduct user-centered design. Through discussion and lively exchange, participants learn to effectively apply exploratory research to their real-world applications.

Benefits

- ▶ Learn about the foundational research in the field of usability as well as the latest research from recent publications and conferences.
- ▶ See how the research falls into the big picture of user-centered design
- ▶ Save time from having to sift through mountains of materials to discover what is most important
- ▶ Learn how to apply the latest research into your own practical, everyday design problems
- ▶ Take home a comprehensive, easy-to-use manual to reference the knowledge you heard presented

Who Should Attend

Usability Practitioners, Web Site/Intranet Developers, Application Developers, Interface Designers, Project Managers, and HFI-Certified Usability Analysts (CUAs) with the desire to explore and apply scientific usability research to their practical, daily work.

COURSE OUTLINE

Day One

1 Introduction

- ▶ An introduction to *Putting Research Into Practice*
- ▶ Why research is important and how to make it practical
- ▶ Where our research comes from

Activity 1: Research quiz

2 Memory

- ▶ Short-term memory
- ▶ Chunking
- ▶ Reconstructive memory
- ▶ Memory and neuronal processing

Activity 2: Memory experiments

Activity 3: Chunking experiments

Activity 4: Chunking exercise

3 Cognitive Processes

- ▶ Schema
- ▶ Canonic perspectives
- ▶ Object recognition
- ▶ Grouping
- ▶ Decision making
- ▶ Cognitive load in hypertext reading

Activity 5: Schema experiment

Activity 6: Drawing experiment

4 Audio / Visual Processing

- ▶ Visual Scanning
- ▶ 2D or 3D information visualization
- ▶ Factors that guide or disrupt attentive visual processing
- ▶ Where do users look
- ▶ Conversation in complex traffic scenes
- ▶ Using auditory stimuli

Activity 7: Application exercise

5 Text

- ▶ Text
- ▶ Optimal line length for text on a screen
- ▶ Serif vs. sans-serif typefaces
- ▶ Font and background color reading text
- ▶ Image quality and reading online

Activity 8: Optimal line length experiment

6 Design

- ▶ Menu vs. Icon Based Interfaces
- ▶ What's in a name?
- ▶ Organization and labeling at a product-centered Web site
- ▶ Breadcrumbs
- ▶ Speech vs. keypad

Activity 9: Text processing experiment

7 Usability Methods

- ▶ Experts
- ▶ Remote vs. face-to-face team interaction
- ▶ Data gathering methods for children
- ▶ Automated testing vs. traditional testing
- ▶ Lo-fidelity vs. hi-fidelity prototypes
- ▶ Testing one design vs. many
- ▶ Current think aloud vs. retrospective think aloud
- ▶ Using eye-tracking data during usability testing

8 E-commerce

- ▶ Mood and online shopping behavior
- ▶ Personality traits and online shopping behavior
- ▶ Satisfaction with online shopping
- ▶ Design traits and online shopping
- ▶ Impact of Web personalization on decision making
- ▶ Online coupons

Activity 10: Apply what you've learned exercise

Day Two

9 PET (Persuasion, Emotion, Trust)

- ▶ Trustworthy Web sites
- ▶ Effects of stress
- ▶ Do stories help build brand connections
- ▶ Building trust in human-automation interactions
- ▶ Attitudes toward books and computers
- ▶ Computer frustration
- ▶ Trust factors in health

Web sites

Activity 11: Trustworthy Web sites exercises

10 Mobile / Handheld

- ▶ Video calls on cell phones
- ▶ Web browsing on cell phones
- ▶ The distraction of using a cell phone while driving
- ▶ Use-in-motion for mobile computing usability testing

Activity 12: Use in motion cell phone experiment

11 Age

- ▶ Older adults and the Internet
- ▶ Web design guidelines for older adults
- ▶ Design changes for older adults
- ▶ The effect of age on Web browsing
- ▶ Older adults usability judgments

Activity 13: Web design guidelines for older adults exercise

12 Cross Cultural

- ▶ How culture affects the use of metaphors in Web design
- ▶ Online shopping behavior across 26 nations

13 Accessibility

- ▶ Comparing methods for assessing Web-page accessibility
- ▶ Using automatically-produced summaries

Activity 14: Research case studies exercise

Activity 15: Research follow up quiz

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
ChevronTexaco
Cincinnati Bell Info Systems
Continental Insurance
Deloitte Consulting
Ericsson Information Systems
FedEx
Fidelity Investments
Ford Motor Company
General Motors
Hewitt Associates
Hewlett-Packard
IBM
Library of Congress
McKesson HBOC
MCI
Metropolitan Life Insurance
Motorola
National Semiconductor
Nextel
Northern Telecom
Paychex
Prudential Life
RBC Royal Bank
Social Security Administration



“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

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PROJECT MANAGER

CERTIFICATION

Become a Certified Usability Analyst™ with HFI's certification program.

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Upon successful completion, HFI-Certified Usability Analysts receive a certification diploma, authenticated by HFI. HFI-Certified Usability Analysts can stay up-to-date on the latest Web design research by attending the Putting Research into Practice course each year.

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



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