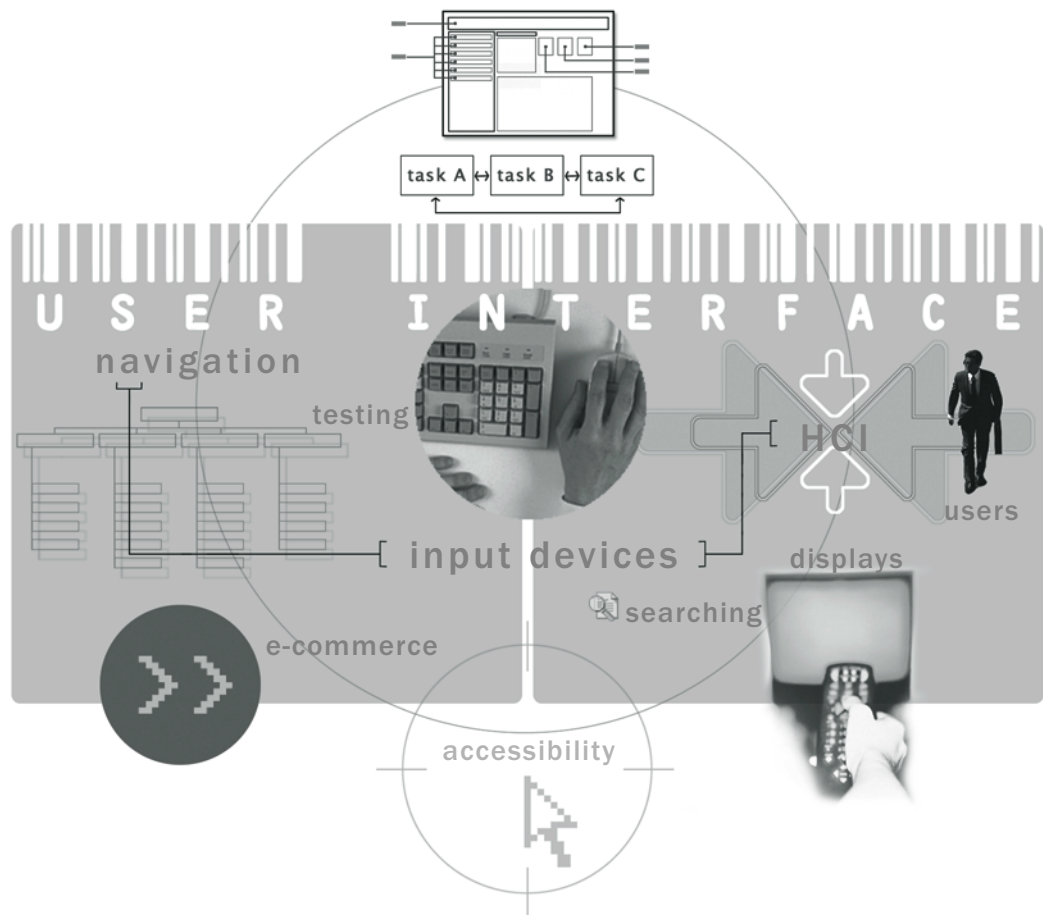


Stay current with best practices in usability

# PUTTING RESEARCH INTO PRACTICE



**Human Factors**  
International

**2-Day**  
**Comprehensive Course**

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## PUTTING RESEARCH INTO PRACTICE

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

- ▶ 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*

*Activity 7: Apply what you've learned exercise*

### 4 Audio / Visual Processing

- ▶ Visual Scanning
- ▶ Text
- ▶ Optimal line length for text on a screen
- ▶ Serif vs. sans serif typefaces
- ▶ Where do users look?
- ▶ Using auditory stimuli
- ▶ Detecting transient changes
- ▶ Speakers vs. headphones
- ▶ Aesthetic perceptions of Web pages
- ▶ Assessing facial beauty

*Activity 8: Optimal line length experiment*

*Activity 9: Aesthetic perceptions of Web pages exercise*

### 5 Design and Usability Methods

- ▶ Title and labels
- ▶ Experts
- ▶ Usable error messages on the Web
- ▶ Web quality and playfulness
- ▶ Icon identification
- ▶ Eye gaze patterns
- ▶ Children participants in testing

*Activity 10: Text processing experiment*

*Activity 11: Icon identification exercise*

## Day Two

### 6 E-commerce and E-service

- ▶ Social presence and online shopping
- ▶ Online vs. offline communication in service consumption
- ▶ User attention to Web banner advertisements

*Activity 12: Apply what you've learned exercise*

### 7 Emotional Design

- ▶ Effects of stress
- ▶ Trust transference for online retailers
- ▶ Web site quality and online shopping
- ▶ Perceived stress and information technology

### 8 Age Effects

- ▶ Design guidelines for older adults
- ▶ Computer use among older adults
- ▶ Older adults and synthetic speech
- ▶ Older adults identifying emotions
- ▶ Children and the computer mouse

*Activity 13: Web design guidelines for older adults exercise*

*Activity 14: Link target size for children exercise*

### 9 Internet Usage

- ▶ IP traffic
- ▶ Social networks
- ▶ Online video
- ▶ Emerging markets

*Activity 13: Web design guidelines for older adults exercise*

*Activity 14: Link target size for children exercise*

## 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.

Course 1. User-Centered Analysis and Conceptual Design

Course 2. The Science and Art of Effective Web and Application Design

Course 3. Practical Usability Testing

Course 4. Putting Research into Practice

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](http://www.humanfactors.com/training/certification.asp)

### OUR GUARANTEE OF YOUR SATISFACTION

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

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*Beckman Coulter*  
*Bell Laboratories*  
*Blue Cross/Blue Shield*  
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*ChevronTexaco*  
*Cincinnati Bell Info Systems*  
*Continental Insurance*  
*Deloitte Consulting*  
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*FedEx*  
*Fidelity Investments*  
*Ford Motor Company*  
*General Motors*  
*Hewitt Associates*  
*Hewlett-Packard*  
*IBM*  
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*RBC Royal Bank*  
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“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**

## INSTRUCTORS



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## ON-SITE TRAINING

If you have six or more people from your company who wish to attend a seminar, please call us at 800.242.4480 (US and Canada) or 1.641.472.4480 (International) to discuss having an on-site course or hosting a public seminar.



**We make software usable**

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