

# Putting Research into Practice



IMPLICATIONS FROM  
FOUNDATIONAL AND  
RECENT RESEARCH

**2** day course

[www.humanfactors.com](http://www.humanfactors.com)



**Human Factors**  
International

# Putting Research into Practice

## Implications from foundational and recent research

### Why take this course?

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.

### General Course Information

#### 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.

#### Prerequisites

There are no prerequisites to attend this course

## 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

“User-centered design comes from a deep understanding of people, how they think, learn, and work. There’s a body of knowledge from research in the fields of human factors and psychology. Being able to cite this research in your conversations and discussions is the hallmark of an expert. In this course you’ll learn the foundational research that informs our field, as well as some of the newest studies.”



**Mary Michaels**, MBA, CUA  
Director of Training

# Course Outline

## 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*

## 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

**Excellent course with very good examples and studies! A profit for my everyday work. Thank you!"**

**Björn Böller –**

Visana Services AG, Switzerland

**"Great subject matter—very helpful to have data to support design decisions."**

**Chuck Mallory –**

Clearworks

## 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.*

**Register online now!**

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

## Certification

### CUA Certification

Become a Certified Usability Analyst™ (CUA) with HFI's certification program. CUAs 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

### CXA Certification

The Certified User Experience Analyst (CXA) certification documents your grasp of advanced skills in persuasion engineering, strategy, and innovation.

- Course 1. How to Design for Persuasion, Emotion, and Trust (PET design™)
- Course 2. The PET Architect
- Course 3. Design for The Big—User-Centric Innovation and Strategy
- Course 4. How to Support Institutionalization of a Mature UX Practice

### Advantages of Certification

- › Get certified by the world's leading user-centered design firm
- › Become a recognized usability authority within your company with inclusion in HFI's official CUA directory
- › Join CUA Central—the online community of CUAs
- › Gain skills to help your company increase user satisfaction in products and services
- › Achieve growth and progress in your career path

“The certification served as a reinforcement for what I’m doing, so I am more confident in presenting a concept or design.”



**Jim O'Brien** –  
Senior Interaction Designer  
AutoTrader.com

“The training was great, very effective. Now, having been tested and certified by HFI, I have more confidence in addressing usability challenges.”



**Chow Sok Mui Murie** –  
Senior Creative Consultant  
NCS, Singapore

**For more information:**

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

## Featured Instructors



April McGee, MS, CUA



Pamela Jamar, PhD



Hal Miller-Jacobs, PhD, CUA



Drew Falk, MS, CUA

### A partial list of companies where we have taught Human Factors courses

- Agilent Technologies
- Airborne Express
- Ameritech
- AT&T Information Systems
- The BBC World Service
- Blue Cross/Blue Shield
- ChevronTexaco
- Cognizant Technology Solutions
- Deloitte Consulting
- dotMobi
- Ericsson Information Systems
- Ernst & Young
- FedEx
- Fidelity Investments
- General Motors
- Hewlett-Packard
- IBM
- Library of Congress
- McKesson HBOC
- MCI
- Metropolitan Life Insurance
- Motorola
- National Semiconductor
- Nextel
- Northern Telecom
- Pay Pal
- Prudential Life
- RBC Royal Bank
- SAP / SAP Norway
- Social Security Administration
- Standard Bank SA
- Vodafone
- Wipro technologies

### Onsite Training

If you have a group of people who would like to attend this course, please contact us to discuss having a private course at your company or hosting a public course.

### Contact Information

#### Americas:

1.800.242.4480  
hfi@humanfactors.com

#### Europe / Africa:

+44 (0)207 290 3430  
europe@humanfactors.com

#### Asia:

+91 22 4017 0400  
hfi@humanfactors.com



**Human Factors**  
International

410 West Lowe, P.O. Box 2020  
Fairfield, IA 52556  
Phone: 800.242.4480  
Fax: 641.472.5412  
hfi@humanfactors.com  
www.humanfactors.com

### User Experience for a Better World