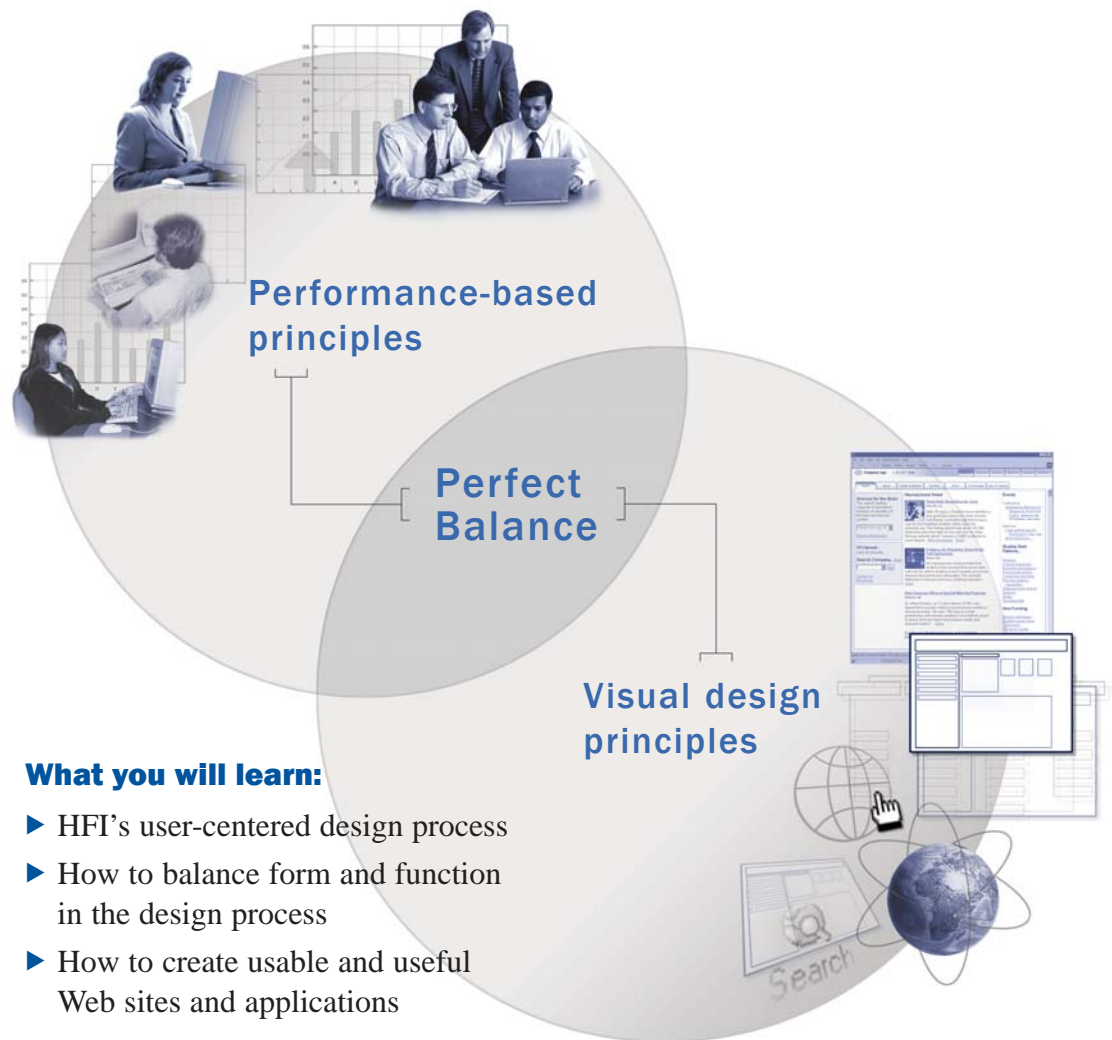


User-centered design process,
Web sites, Intranets, applications,
and award-winning site examples

THE SCIENCE AND ART OF EFFECTIVE WEB AND APPLICATION DESIGN



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**3-Day
Comprehensive Course**

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THE SCIENCE AND ART OF EFFECTIVE WEB AND APPLICATION DESIGN

Successful user interface design is both a science and an art. Learn to optimize both user performance and visual appeal. This course draws on thousands of research studies on user behavior—and on modern principles of visual design. You will learn how to design for your target users, create navigation structures that make sense, and avoid common design pitfalls. Experience design challenges with real world examples. Experts in the field of interface ergonomics offer a comprehensive approach to creating highly effective Web sites, Intranets, and Web and Windows™ applications.

Course Objectives

At the end of this course, participants will be able to:

- ▶ Understand the user-centered design process
- ▶ Design intuitive navigation structures
- ▶ Optimize interaction through controls and feedback
- ▶ Deliver content that conveys your message effectively
- ▶ Compose pages that:
 - control user focus
 - add depth through color
 - enhance content through functional graphic design
 - communicate professionally using principles of typography
- ▶ Understand the basics of accessibility and globalization

Who Should Attend

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

No Prerequisite

What You Get

- ▶ A comprehensive manual and exercise book
- ▶ Usability glossary and resources
- ▶ Quick reference guides
- ▶ And the benefit of a wealth of knowledge and experience in software usability engineering



COURSE OUTLINE

DAY 1

INTRODUCTION

1 Design is Science and Art

- ▶ What is usability engineering
- ▶ About HFI
- ▶ Usability problems
- ▶ User-centered design
 - The process
 - Stages of design
- ▶ VIMM Principles:
- ▶ The four focal points of design:
 - Navigation
 - Content
 - Presentation
 - Interaction

Exercise: Web site evaluation

NAVIGATION DESIGN

2 High-Level User Interface Structure

- ▶ Navigation and page flow
- ▶ Task flow
- ▶ Navigational structures
 - Hierarchical
 - Persistent menus
 - Sequential
 - Direct Access
- ▶ Hybrid navigation
- ▶ Browser management
- ▶ Breadcrumbs
- ▶ Rollovers and cascading menus
- ▶ New navigation methods
- ▶ Keys to effective navigation

Exercise: Choose the right navigation model

Exercise: Navigation and home page design case study

DETAILED DESIGN

3 Page Types

- ▶ What are page types?
- ▶ Interface design standards
- ▶ Page types cover depth and breadth
- ▶ Choosing the right page types

Exercise: Choose the best page type

DAY 2

4 Page Layout

- ▶ Form and function
- ▶ Points, lines, and planes
- ▶ Grid patterns
- ▶ Visual attributes that control user focus
- ▶ Visual hierarchy
- ▶ Gestalt principles
- ▶ Rich content vs. clutter
- ▶ Screen real estate allocation

Exercise: Choose the best page layout

5 Editorial Style

- ▶ Writing for the Web
- ▶ Online vs. printed content
- ▶ Scanning vs. reading
- ▶ Headlines and links
- ▶ Principles of effective writing
- ▶ Keeping the reader's interest

Exercise: Improve editorial style

6 Typographical Elements

- ▶ Anatomy of a typeface
- ▶ Typographical structure
- ▶ Types of type
- ▶ Font preferences
- ▶ Legibility on the Web
- ▶ Using type for emphasis
- ▶ Line length
- ▶ Standard rules for type
- ▶ Type graphics

Exercise: Evaluate typographical elements

7 Color Management

- ▶ Principles of color use
- ▶ Ergonomics of color
- ▶ Ensuring legibility
- ▶ Know your audience
 - Color weaknesses
 - Cultural interpretations
- ▶ Color depth

Exercise: Color and graphics evaluation

8 Graphics

- ▶ Graphics that work
- ▶ Content graphics
- ▶ Charts and graphs
- ▶ Designing icons
- ▶ Layout and thematic graphics
- ▶ Graphics for marketing
- ▶ Managing graphics

Exercise: Color and graphics evaluation

9 Effective Controls

- ▶ Designing for the user
- ▶ Links

- ▶ Working with HTML controls
- ▶ Advanced Web controls
- ▶ Choosing the optimal controls

Exercise: Web controls interaction

Exercise: Web controls—population stereotypes

10 Error Handling

- ▶ Error handling and prevention
- ▶ Error detection
- ▶ Writing usable error messages

Exercise: Error handling and feedback

DAY 3

UNIQUE DESIGN CHALLENGES

11 Web Applications

- ▶ What is a Web application?
- ▶ Usability factors of a Web application
- ▶ Technology impact
- ▶ Designing for productivity
- ▶ Designing for modular growth
- ▶ Menu hierarchy
- ▶ Primary vs. secondary interaction
- ▶ Search and results

12 Intranets

- ▶ How is an Intranet different?
- ▶ Common Intranet usability issues
- ▶ Intranet management model
- ▶ User-centered Intranet solutions

- ▶ Steps to design effective portals
- ▶ Site maps

13 Technology

- ▶ The impact of technology
- ▶ Cascading style sheets (CSS)
- ▶ Effective use of Flash
- ▶ .NET
- ▶ Java

14 Accessibility

- ▶ The accessibility issue
- ▶ Examples of problems
- ▶ Overview of assistive technology
- ▶ User-centered design guidelines
- ▶ Laws and guidelines

15 Internationalization

- ▶ Globalization issues
- ▶ Usability for globalization
- ▶ Understanding subtle cultural differences
- ▶ Layout, translation, and design issues
- ▶ Managing localization projects

MAKING USABILITY ROUTINE

16 Toward the Institutionalization of Usability

- ▶ HFI training courses
- ▶ CUA certification
- ▶ Usability organizations
- ▶ Institutionalization—making usability routine

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

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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.”

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