User Experience (UX) Foundations

Core Insights, Models, and Research Findings

2 **day course**

Human Factors International

User Experience (UX) Foundations
Core Insights, Models, and Research Findings

Why UX Foundations?

This course provides participants a research-based and practical understanding of the foundational models and insights essential to the UX field. You will learn that you don't see the way you think you see. You don't make decisions the way you think you decide. You don't remember things the way you think you recall. And you don't move the way you believe you move. Without this foundation, you will design based on common sense...which is often wrong.

Understanding human vision, intellect, memory, and motor function is the baseline upon which every skilled UX professional should build their career; we show clearly how each idea applies directly to design decisions. This course will help you build credibility and improve your results by giving you the knowledge required to present your ideas from a research-based point of view.

Who should attend

Usability practitioners, website/intranet developers, application developers, interface designers, and project managers, with the desire to explore and apply scientific usability research to their practical daily work.

What you'll learn

We asked our top UX consultants which research findings and models they found most useful in their daily practice. Some findings were new, and the oldest went back to 1908. Taken together, they require a real shift in your understanding of how people function, and therefore a real shiff in how you design. These are the foundational models of the UX professional, and they will carry you forward as you continue to learn about the field.

Learn the key research and models defining
› Vision
› Intellectual processing
› Memory
› Motor control

Also learn about
› Managing individual differences
› Understanding new research

What you get
› A comprehensive student manual
› Quick reference job aids

Recommended prerequisites
There are no prerequisites to attend this course

Course Objectives

Participants learn:

> › How good user experience design is dependent on a scientific understanding of how people function

---

> › How the key research-based models, insights, and principles in the UX field impact design. This includes aspects of human
> - Vision
> - Intellect
> - Memory
> - Motor control

> › Various methods that directly apply these models, insights, and principles to design of interactive applications

---

> › Variation in users that impact design

> › Understand the challenges of survey design
> - Individual differences
> - Disability
> - Cultural differences

> › Sources of research and insights for UX professionals

> › How to tell if you can believe the research

> › Pathways to excellence in the UX profession

"Professional UX practitioners are differentiated by a correct under-standing of human information processing science, including how to apply that understanding to solving design problems.

"In starting your professional journey, we will share the most critical and frequently used models that underlie best practices and solid decisions.

"This course provides the right foundation for your expertise and career growth."

Eric Schaffer
PhD, CPE, CUA, CXA
CEO and Founder
Human Factors International

Course Outline

1 Understanding user experience
A panoramic overview of UX

› History
› Core of the field
› Objectives
› ROI
› Methods
› Institutionalization

2 Visual
You do not see the way you THINK you see

› It is NOT like a camera
› Visual link analysis
› Wiggly things are distracting
› Objects are inferred and distance is relative

3 Intellectual
You do not make decisions the way you THINK you do

› No, you can't do three things at once
  (and neither can your user)
› Design for human speed
› Using signal detection theory
› Design for arousal and stress

4 Memory
You do not remember the way you THINK you do

› It is NOT like a tape recorder
› Design so that they don't have to remember
› Helping users remember
› Engineering schemata
› The power of expectation and bubbles

5 Motor
You do not move the way you THINK you do

› No, your movement is not always voluntary and
  under conscious control
› But how can you walk and talk at the same time?
› Motor programs
› Movement speed
› Train wrecks with proactive inhibition
› Designing for biomechanics and anthropometry

6 Know thy user
Designing for users, not yourself

› What are things you need to know about your user?
  (Free dinner for two if you can add to our list!)
› Accessibility is not just about vision and making Jaws
  work
› Careful! the icons you choose may have varied mean-
  ings around the world.

Course Outline

7 Research

You need to read the research literature, but you need to KNOW what to believe

› Sources
› Can you believe it?
› Lies, damn lies, and statistics

8 Summary

Every successful journey needs a roadmap

› Options for learning more
› Professional level courses
› Certifications
› A lifetime of achievement

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 now!

www.humanfactors.com/training

Certification

Advantages of HFI Certification

› Get certified by the world's leading user-centered design firm and become a recognized UX authority

› Help your company increase user satisfaction in products and services

› Join CUA Central – exclusive online community for CUAs and CXAs

› Achieve growth and progress in your career path

HFI offers two kinds of certification, each requiring an examination to demonstrate mastery. Moreover, HFI offers optional courses to help you prepare for each exam.

CUA Certification

Become a Certified Usability Analyst™ (CUA) with HFI's certification program. CUAs must pass an examination demonstrating their mastery in all key areas of interface usability. This certification is supported by the following courses:

Course 1. User Experience (UX) Foundations
Course 2. User-Centered Analysis and Conceptual Design
Course 3. The Science and Art of Effective Web and Application Design
Course 4. Practical Usability Testing

CXA Certification

The Certified User Experience Analyst™ (CXA) certification indicates advanced skills in persuasion, innovation, strategy, and institutionalization of UX. CUA certification is required to take the CXA exam. This certification is supported by the following courses:

Course 1. How to Design for Persuasion, Emotion, and Trust (PET design™)
Course 2. The PET Architect
Course 3. Omni-Channel UX Strategy and Innovation: An Ecosystem & Future Modeling Approach
Course 4. How to Support Institutionalization of a Mature UX Practice

"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/certification

Featured Instructors

Pamela Jamar
UX Specialist
PhD, CUA

Drew Falk
User Experience Strategist
MS, CUA, CXA

Susan Shapiro
Consulting Lead
Usability Analyst
PhD, CUA

Manish Vashist
Center of Excellence Lead
MCA, MSc, 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

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:
641.209.6825 • hfi@humanfactors.com
Europe:
+44 (0) 207 290 3430 • europe@humanfactors.com
India and Middle East:
+91 22 4017 0400 • india@humanfactors.com
APAC:
+65.9101 4879 • apac@humanfactors.com
Africa:
+27 76 734 4790 • africa@humanfactors.com

Human Factors
International

1680 Hwy 1, Suite 3600
P.O. Box 2020
Fairfield, IA 52556
Phone: 800.242.4480
Fax: 641.472.5412
hfi@humanfactors.com
www.humanfactors.com