

For people in design teams who need to spot usability problems in prototypes and finished products, “How to carry out an expert review” is a 1-day seminar that teaches delegates cost-effective methods to evaluate designs. Unlike courses in usability testing, this seminar teaches delegates how to find and fix usability problems without involving end users.

Duration

This is a one-day workshop.

Overview

Usability expert reviews are a great way to identify “usability bloopers” with a product or website. They are quick, cost-effective and provide an immediate “sanity check” for the design. Expert reviews are also an ideal way to ensure that a product or website will meet usability standards.

But many people find it difficult to identify specific usability issues from generic usability heuristics. Beginners also find it hard to derive action-oriented recommendations that can be passed to the design team. This seminar reveals the practitioner secrets behind expert reviews and will teach you how to think like a usability expert. As well as a set of comprehensive notes, you will leave the seminar with detailed usability checklists, workbooks and step-by-step instructions to help you carry out the most valuable techniques.

Who is the course for?

This course is for you if you are looking for practical, cost-effective methods to evaluate designs. This is a hands-on course and is most effective for delegates who have day-to-day responsibility for ensuring product or web usability within their organisation. The course will also be valuable for designers who want to understand usability principles or who want to see examples of usability checklists.

How will I benefit?

After attending this course, you will be able to:

Appreciate the difference between a usability inspection and someone’s personal opinion.

Learn and practice some quick techniques for carrying out usability reviews of prototypes and finished products.

Find and fix usability bloopers before they become hard coded.

Apply Jakob Nielsen’s “heuristic evaluation” technique to software, products and web sites.

Uncover the elements of your design that lead new users to make errors, using the task-based “cognitive walkthrough” method

What will I learn?

Introduction – What is an expert review?

Syndicate activity: Expert review

Strengths and weaknesses of expert reviews

Jargon alert: alternative terms for expert reviews

How to carry out a heuristic evaluation

Heuristics compared: ISO's 7 dialogue principles, Shneiderman's 8 golden rules of dialog design, Tog's 16 principles of interaction design and Nielsen's 10 usability heuristics

Case studies: How Nielsen's principles reveal good and bad practice in user interfaces

The importance of multiple evaluators

Example heuristic evaluation checklists

Class activity: Which heuristics are being violated?

How to log usability problems

Processing the results of a review

How to record the usability defect

The three factors to consider when defining severity

Suggested severity scale

Syndicate activity: Heuristic evaluation

How to carry out a cognitive walkthrough

Norman's 7-stage Theory of Action

Common mistakes in carrying out a walkthrough

Mapping out the "happy path": the designer's intended route

The four questions to ask at each step

Case study: The four-stage walkthrough template

Syndicate activity: Cognitive walkthrough

Presenting results

Feedback techniques: from an Excel bug list to a management walkthrough

Report formats compared

What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

Who is the workshop leader?

David Travis is the Managing Director of Userfocus, an independent consultancy specialising in usability training and consultancy. David holds a BSc (Hons) degree and a PhD in Psychology. His professional affiliations include membership of the British Psychological Society, the Experimental Psychology Society and the Usability Professionals Association. David specialises in the design and evaluation of hardware and software systems aimed at non-technical users and he has logged over four hundred hours in usability labs. He has carried out usability tests in the UK, France, Germany, Italy and Japan. David is an experienced trainer and has delivered seminars in usability for a range of private and public sector clients, including Nominet, Whirlpool, Government Digital Services, Opodo and Yahoo.

What do delegates say about this seminar?

“I wish I'd been at a course like this 6 months ago. What I've learnt today I can begin to use as soon as I get back to my desk.” — Elaine Pearce, Yahoo!

“The course clarified a major sticking point for me – the difference between a heuristic evaluation and a cognitive walkthrough. I also found the information about different sets of heuristics to be very useful. It was good that the course focused on practical application and experience, rather than information that you could learn out of a textbook.” — Emma Pickering, Ordnance Survey.

“I was amazed that I could find so many problems in one web page that at first glance looked OK.” — Vicky Burnett, RBS.

“I learnt how to evaluate a site without just basing it on my opinions and experiences... A fantastic course.” — Clare Shields, Marks & Spencer.

How do I book?

- Call **020 7917 9535**
- E-mail helpdesk@userfocus.co.uk
- Web userfocus.co.uk/consultancy/requesttraining.html