

# An Introduction to User Experience

**For web designers who want hands-on experience with usability tools and techniques, “An Introduction to User Experience” is a 2-day seminar that shows delegates how to boost sales and conversion rates, increase usage and improve customer satisfaction. Unlike shorter introductory courses, this in-depth workshop covers the entire design and development lifecycle.**

## Duration

This is a two-day workshop.

## Overview

There are dozens of books and web sites dedicated to user experience, but few of these provide the ‘big picture’. The aim of this course is to help delegates design better web sites by showing how the various usability tools and techniques fit into real-world design and development processes.

Over the two-day course, delegates engage in a practical design activity that helps them discover the usability secrets behind web development. The activity covers the full design lifecycle, including business requirements, customer needs, page and site design, prototyping and usability testing.

## Who is the course for?

This course is for you if you are actively involved in the design of a web site and you want to make sure that users can find and use content quickly and easily. The course will be valuable for business analysts who want quick and effective tools to communicate web user requirements and for designers who want to learn methods for evaluating their site structure and web page designs. Marketing managers will benefit by learning about the business and brand benefits of a usability focus. Delegates do not need a background in usability to benefit from this course.

## How will I benefit?

After attending this course, you will be able to:

Describe a user centred design framework that supports end-to-end usability involvement in web projects (based on ISO 9241-210).

Use personas to share information about customers and their tasks in an engaging and usable way.

Develop cheap, throwaway prototypes to get quick and frequent feedback from your users.

Specify usability metrics to make sure your web site is neither under- nor over-engineered.

Get hands on practice with user experience techniques like personas, card sorting, contextual inquiry and heuristic evaluation.

Learn about different methods for usability testing web sites and when to apply them.

Network with other professionals carrying out usability activities in different companies

## What will I learn? (Day 1)

### Introduction & Objectives

Syndicate Activity: What is usability (product evaluation)?

Understand the four principles of human centred design

Waterfall, agile and iterative design methods

### Going where the action is: Understanding users in context

See examples of how usability depends on the “context of use”

Penetrate deep into the world of your users with contextual inquiry

Learn what it is that customers actually want to do with your web site

Master the 5 habits of highly effective field researchers

Synthesize your findings in a user experience map

### How to get niche quick

See examples of personas from real-world projects

Walkthrough a persona case study

Learn simple but powerful data analysis techniques for classifying and grouping your users

Create personas your design team will believe in

Make use of the PERSONA acronym to diagnose shoddy personas

Syndicate activity: Create a persona for Holly Hall Farm Organics

### What can a London bus teach us about usability?

Build bulletproof user stories for agile by focusing on red routes

Boost the quality of your user stories with 4 simple questions

Syndicate activity: Create red routes and user stories for Holly Hall Farm Organics

## What will I learn? (Day 2)

### Beyond “easy to use”: Measuring the user experience

Apply lessons from the Lean Startup movement to your own web design projects

Generate web user experience metrics from business objectives

Learn how to measure effectiveness, efficiency and satisfaction — the cornerstones of the ISO definition of usability

Develop a UX value proposition and a user experience dashboard

### Site structure and navigation: Finding is the new doing

Overcome complex web navigation with a knowledge of information architecture

Organising content with the LATCH model

Syndicate activity: How to use online and offline card sorts to structure your web site’s functionality

Master conceptual models, mental models and skeuomorphic design

### Simple rules for designing simple pages

Explore fundamental web user interface components and learn when to use them properly

Web user interface patterns and consistency

Remove complexity from your web pages with progressive disclosure

Establish CRAP ways to improve usability: contrast, repetition, alignment and proximity

Syndicate activity: Form redesign

Transform your design process with paper prototyping

Syndicate activity: Create a paper prototype for Holly Hall Farm Organics

### “And I have the data to prove it”: How to assess your user interface

Learn the 10 heuristics of user interface design

Discover the usability bloopers hidden in your web site with an expert review

Distinguish what people do from what people say with usability testing

Learn the skills needed to moderate your own web site usability test

Syndicate activity: Run a usability test of your Holly Hall Farm Organics prototype

## An Introduction to User Experience

### What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. This tutorial is designed to appeal to different learning styles, with an emphasis on active participation. The tutorial contains games, activities and videos to engage participants and bring to life what could otherwise be a dry subject. 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. He holds a BSc (Hons) degree and a PhD in Psychology and he is a Chartered Psychologist. 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, the Department for Work and Pensions, Opodo and WoltersKluwer UK.

### What do delegates say about this seminar?

“The mix of theory and practical tasks was fab. I’ll definitely be using the techniques for personas and paper prototyping.” – Catriona Begg, Standard Life.

“I now know how to include usability principles and testing in deadline-driven projects.” – Susie Bowden, Asda / Wal-Mart.

“This course has given me real direction in what I should be doing as a usability analyst. The trainer was fantastic!” – Alice Barrett, B&Q.

“I’ve learnt techniques to involve the design team earlier in the requirements gathering process.” – Ana Jakimovska, Which?

“This was a really good consolidation of all the reading I have done and all the techniques I have learnt through witnessing second hand.” – Emily Foges, Betfair.

“The real-life examples really bring the theory to life.” – Andrew Talaga, Vodafone.

“A great balance between presentation and audience participation that really helped put the focus back into user-led design.” – Grant Neville, lastminute.com.

“Practical and realistic methods for creating usable web sites.” – Henny Derbasani, T-Mobile.

“Anyone planning a web usability initiative should attend this seminar first.” – Glenn Sutherland, Department for Transport.

### How do I book?

- Call 020 7917 9535
- E-mail [helpdesk@userfocus.co.uk](mailto:helpdesk@userfocus.co.uk)