

## USER EXPERIENCE (UX) FOUNDATIONS

Duration: 2 Days; Instructor-led

**Time: 9.00am – 5.00pm**

**Break: 10.15am - 10.30am / 3.15pm – 3.30pm**

**Lunch: 1.00pm – 2.00pm**

### WHAT YOU WILL LEARN

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 that 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.

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 shift in how you will 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

### AUDIENCE

Usability Practitioners, Web Site/Intranet Developers, Application Developers, Interface Designers, and Project Managers, with the desire to explore and apply scientific usability research to their practical, daily work.

## METHODOLOGY

- A comprehensive student manual
- Quick reference job aids

## COURSE OBJECTIVES

Upon completion of this program, participants should be able to :

- How good user experience (UX) 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
  - 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

## COURSE OUTLINE

### Module 1 - Understanding User Experience (UX)

- A panoramic overview of UX
  - History
  - Core of the Field
  - Objectives
  - ROI
  - Methods
  - Institutionalization

### Module 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

### Module 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

#### **Module 4 - Memory**

- You do not remember the way you THINK you do
  - It is NOT like a tape recorder
  - Design so they don't have to remember
  - Helping users remember
  - Engineering schemata
  - The power of expectation and bubbles

#### **Module 5 - Motor**

- You do not move the way you THINK you do
  - No, your movement is not all 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

#### **Module 6 - Know Thy User**

- Designing for users, not yourself
  - What are the 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 meanings around the world

#### **Module 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

#### **Module 8 - Summary**

- Every successful journey needs a roadmap
  - Options for learning more
  - Professional level courses
  - Certifications
  - A lifetime of achievement