

USER-CENTERED ANALYSIS AND CONCEPTUAL DESIGN

Duration: 3 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

User-centered analysis provides the basis for designing software that makes sense to your users. Use proven, objective data gathering techniques to develop a clear understanding of who your users are and how they will approach your Web site or application.

Create effective, usable interfaces—the first time. This seminar walks you through HFI’s process for collecting and analyzing relevant user and task data, and for developing a conceptual architecture for design. Alternating between explanation, discussion, and hands-on exercises, the course offers participants the tools and confidence necessary to plan and conduct effective user-centered analysis.

What you’ll learn

- User Profiling
- Data Gathering
- Task Analysis
- Transitioning to design

AUDIENCE

Web and application designers, system analysts, software engineers, information architects, experience designers, and documentation specialists. Anyone involved in the development of interfaces or interface requirements.

METHODOLOGY

- A comprehensive student manual
- A student exercise book
- The benefit of a wealth of knowledge and experience in software usability engineering

COURSE OBJECTIVES

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

- Develop a design strategy
- Create user profiles, personas and scenarios
- Develop meaningful interview questions
- Carry out effective interviews
- Understand the challenges of survey design
- Analyze task flow
- Understand and identify primary nouns
- Develop user-driven information architecture
- Engage in user-centered task/tool redesign

COURSE OUTLINE

Module 1 - Introduction to UCA

- Mental models
- Knowing how the user works
- Which UCA steps to perform
- Obstacles of user-centered analysis
- ROI—justifying the right process

Exercise: Evaluate task flow

Exercise: Calculate ROI

Module 2 - Creating a Design Strategy

- Components of a design strategy
- Site strategy drives design strategy
- Where to get strategy information
- Mining existing documentation
- Working with brand objectives

Exercise: Develop a design strategy

Module 3 - Profiles and Personas

- The value of profiles and personas
- User profiles
- Task profiles
- Environment profiles
- Personas

Exercise: Develop user profiles

Exercise: Develop high-level task/content list

Exercise: Create task prioritization diagram

Exercise: Create environmental profile

Exercise: Develop personas

Module 4 - Field Studies

- Data gathering methods
- Choosing the right method
- Elements of the field interview
- Developing good interview questions
- Good and bad interview technique
- Conducting a user observation

Exercise: Write interview questions

Exercise: Conduct interviews

Module 5 - Complementary Data Gathering Methods

- Value of complementary methods
- Focus groups
- User group meetings and usability roundtables
- Facilitated workshops and JAD sessions
- Using surveys and other indirect methods
- Online surveys
- Using multiple methods

Exercise: Create online survey

Exercise: Choose the best data gathering method to use

Module 6 - Scenario and Task Analysis

- The power of a scenario
- Scenarios vs. use cases
- Determining the level of detail
- Scenarios drive priorities
- Identifying functions and tasks
- Common errors and challenges in task analysis
- Characterizing the new task design

Exercise: Develop scenarios

Exercise: Fix task flow

Module 7 - Primary Noun Architecture

- Value of primary nouns
- Identifying primary nouns
- Describing primary nouns
- Primary noun views
- Defining primary noun details
- From primary nouns to navigation

Exercise: Determine primary noun sand views

Exercise: Develop primary noun table

Exercise: Create high-level navigation diagram

Module 8 - Information Architecture

- Costs of poor organization
- Basic organization schemes
- Hybrid schemes
- Shallow vs. deep structures
- Labeling systems
- Affinity diagrams and card sorting techniques
- Card sorting tools

Exercise: Conduct and analyze a card sort

Exercise: Create high-level in formation architecture

Module 9 - Getting Ready for Design

- Getting sign-off on the contract for design
- Using concept sketches to drive out requirements
- Setting usability criteria

Exercise: Develop usability criteria