

2009 Calendar of User-Centered Design Courses

Call 800-242-4480 to register today
www.humanfactors.com

What you will learn

These courses present practical techniques to create highly usable Web and GUI interfaces. Learn to create efficient and intuitive screens that avoid the common pitfalls of interface design. Discover human factors design principles that have proven to be successful in hundreds of corporate applications. Enjoy a dynamic format of lectures, videos, group exercises, and on-line demonstrations.

Who benefits

- ▶ **Developers**
- ▶ **Designers**
- ▶ **End Users**
- ▶ **Project Managers**
- ▶ **Webmasters**
- ▶ **Business Analysts**

The Courses

User-Centered Analysis and Conceptual Design

User-centered analysis is the basis for successful interface design. Topics include user profiling, data gathering, scenarios, and transitioning to final design.

The Science and Art of Effective Web and Application Design

Designing intuitive and effective user interfaces is both science and art. Learn key research-based methods and insights to ensure your site has maximum usability.

Practical Usability Testing

Let precise user data drive your design decisions. Learn how to use usability

testing throughout the system development life cycle and interpret the results correctly.

Putting Research into Practice

This course provides participants a fast-paced review of recent usability research with a distinct “How can I use this?” focus.

How to Design for Persuasion, Emotion, and Trust (PET)

Learn to develop persuasive strategies and implement research-based methods throughout the design process to make your website more trustworthy and convincing.

User-Centered Analysis and Conceptual Design

January 19–21	San Diego, CA
February 2–4	Atlanta, GA
February 16–18	New York, NY
February 16–18	Columbus, OH
March 2–4	San Francisco, CA
March 9–11	Washington DC
April 20–22	Chicago, IL
May 11–13	Minneapolis, MN
May 11–13	Boston, MA
June 1–3	Toronto, Canada
June 8–10	Sacramento, CA
July 13–15	Philadelphia, PA
August 3–5	Seattle, WA
August 17–19	Washington, DC
September 14–16	Dallas, TX
September 14–16	Denver, CO
October 5–7	Columbus, OH
October 19–21	Des Moines, IA
November 2–4	Chicago, IL

What you'll learn:

- ▶ How to define the focus of analysis
- ▶ Create user and environmental profiles
- ▶ Design surveys and questionnaires
- ▶ Perform task analysis
- ▶ Propose task and tool redesign
- ▶ Develop usability specifications
- ▶ Develop scenarios
- ▶ How to transition from analysis to final design

What participants say:

The instructor was fun and dynamic and definitely had lots of real-world experiences to share.”

—US Interactive, King of Prussia, PA

Seminar fees:

3-day course \$1595 (3 or more \$1435 each)

The Science and Art of Effective Web and Application Design

January 26–28	San Diego, CA
February 9–11	Atlanta, GA
March 9–11	San Francisco, CA
March 16–18	Washington, DC
March 30–Apr 1	New York, NY
March 30–Apr 1	Columbus, OH
April 27–29	Chicago, IL
May 18–20	Minneapolis, MN
May 18–20	Boston, MA
June 15–17	Sacramento, CA
July 13–15	Toronto, Canada
July 20–22	Philadelphia, PA
August 10–12	Seattle, WA
August 24–26	Washington, DC
September 21–23	Dallas, TX
September 21–23	Denver, CO
November 2–4	Columbus, OH
November 9–11	Des Moines, IA
December 7–9	Chicago, IL

What you'll learn:

- ▶ How to identify, select, and implement appropriate navigation models used to build intuitive navigation structures
- ▶ Make better decisions and recommendations to improve visual design, including: layout, color, graphics and icons, and text
- ▶ Implement effective usability-based content organization and treatment methods
- ▶ Ensure intuitive interaction through appropriate UI control selection and error and feedback design
- ▶ Increase design efficiency using Web and application templates
- ▶ Extend your UCD sphere of influence into the domains of user experience, accessibility, and cross-cultural design

What participants say:

Excellent course, loaded with useful information. I feel well prepared to evaluate and improve existing designs as well as create better new designs.

Best course I've taken in a long time.”

—GMAC, Minneapolis, MN

This was one of the best classes I've taken in a long time—very applicable, interesting, fun. Great instructor!”

—AT&T, Jacksonville, FL

Seminar fees:

3-day course \$1595 (3 or more \$1435 each)

Practical Usability Testing

January 22–23	San Diego, CA
February 5–6	Atlanta, GA
February 19–20	New York, NY
February 19–20	Columbus, OH
March 5–6	San Francisco, CA
March 12–13	Washington, DC
April 23–24	Chicago, IL
May 14–15	Minneapolis, MN
May 14–15	Boston, MA
June 4–5	Toronto, Canada
June 11–12	Sacramento, CA
July 16–17	Philadelphia, PA
August 6–7	Seattle, WA
August 20–21	Washington, DC
September 17–18	Dallas, TX
September 17–18	Denver, CO
October 8–9	Columbus, OH
October 22–23	Des Moines, IA
November 5–6	Chicago, IL

What you'll learn:

- ▶ How to plan usability testing throughout the system development life cycle
- ▶ Testing the importance of proposed system functions
- ▶ How to develop simple questionnaires
- ▶ Complete heuristic evaluations of initial prototypes
- ▶ Testing icons, wording, and other interface components
- ▶ Complete an informal protocol simulation trial on a prototype
- ▶ Participate effectively in a formal usability test and interpret the results

What participants say:

“I had very low expectations, based on other, non-HFI seminars I have attended. I was pleasantly surprised! Not only very useful, but fun!”
—American Express, New York, NY

Seminar fees:

2-day course \$1295 (3 or more \$1165 each)

Putting Usability Research into Practice

January 29–30	San Diego, CA
February 12–13	Atlanta, GA
March 12–13	San Francisco, CA
March 19–20	Washington, DC
April 2–3	New York, NY
April 2–3	Columbus, OH
April 30–May 1	Chicago, IL
May 21–22	Minneapolis, MN
May 21–22	Boston, MA
June 18–19	Sacramento, CA
July 16–17	Toronto, Canada
July 23–24	Philadelphia, PA
August 13–14	Seattle, WA
August 27–28	Washington, DC
September 24–25	Dallas, TX
September 24–25	Denver, CO
November 5–6	Columbus, OH
November 12–13	Des Moines, IA
December 10–11	Chicago, IL

What you'll learn:

This seminar presents a cohesive overview of cutting-edge discoveries that advance the design and evaluation of user-centered software products. Special attention is given to the application of this research to real-world user-centered design.

What participants say:

“Interesting & thought-provoking survey. I appreciated the instructor's insights. The best seminar I've attended in some time.”
—Square D Company, Chicago, IL

Seminar fees:

2-day course \$1395 (3 or more \$1255 each)

How to Design for Persuasion, Emotion, and Trust (PET)

January 14–16	Toronto, ON
February 11–13	San Francisco, CA
April 15–17	Washington, DC
May 6–8	New York, NY
June 24–26	Seattle, WA
July 29–31	Chicago, IL
Aug 31–Sep 2	San Diego, CA
October 14–16	Atlanta, GA
December 2–4	Dallas, TX

What you'll learn:

- ▶ Create designs that motivate specific actions
- ▶ Increase customer conversion, loyalty, and adoption
- ▶ Understand motivations and emotional triggers
- ▶ Appeal to the rational and emotional aspects of decision-making
- ▶ Test and measure the emotional impact and credibility of your website

“Today’s Web relies heavily on trust, community, and loyalty. Consumers expect and demand Web experiences that provide positive emotional experiences that fulfill their needs. Our usability techniques need to complement this change and encompass the full scope of the human behavior and user experience.”
—Mona Patel, VP Eastern Region, HFI

Seminar fees:

3-day course \$1995 (3 or more \$1795 each)

On-Site Training

If you have six or more people from your company who wish to attend a course please give us a call at 800–242–4480 to discuss having an on-site course or hosting a public course. With our 3–1–30 program our instructors will even stay an extra day to help you put what you have learned into practice. For more information come to our Web site.

Certification

Usability has become more and more critical to online success. Your growing knowledge of usability should be a key professional advantage. Now you can become an HFI-Certified Usability Analyst. You will be credentialed by the world’s leading software-usability firm, and be able to contribute to improved user satisfaction of your company’s products.

Call for information: 800–242–4480

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.



2009 Course Schedule at a Glance

UCA User-Centered Analysis and Conceptual Design

UT Practical Usability Testing

PET How to Design for Persuasion, Emotion and Trust (PET)

Design The Science and Art of Effective Web and Application Design

PRP Putting Research into Practice

NOTE: Dates and prices are subject to change. Please confirm course schedule before planning to attend. Call 800-242-4480 or check online at <http://www.humanfactors.com/training/schedule.asp>.

JANUARY						
S	M	T	W	T	F	S
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			PET - Toronto			
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	UCA - San Diego			UT - San Diego		
25	26	27	28	29	30	31
	Design - San Diego			PRP - San Diego		

FEBRUARY						
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	UCA - Atlanta			UT - Atlanta		
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	Design - Atlanta			PRP - Atlanta		
			PET - San Francisco			
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MARCH						
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	Design - San Francisco UCA - Washington, DC			PRP - San Fran UT - Wash, DC		
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	Design - Wash, DC			PRP - Wash, DC		
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APRIL						
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	Design - New York Design - Columbus			PRP - New York PRP - Columbus		
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			PET - Washington, DC			
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	UCA - Chicago			UT - Chicago		
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	Design - Chicago			PRP - Chicago		

MAY						
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	Design - Boston Design - Minneapolis			PRP - Boston PRP - Minneapolis		
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JUNE						
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	Design - Sacramento			PRP - Sacramento		
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			PET - Seattle			
28	29	30				

JULY						
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	Design - Philadelphia			PRP - Philadelphia		
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			PET - Chicago			

AUGUST						
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	UCA - Seattle			UT - Seattle		
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	Design - Seattle			PRP - Seattle		
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	UCA - Washinton, DC			UT - Wash, DC		
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	Design - Wash, DC			PRP - Wash, DC		

SEPTEMBER						
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	PET - San Diego					
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	UCA - Dallas UCA - Denver			UT - Dallas UT - Denver		
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	Design - Dallas Design - Denver			PRP - Dallas PRP - Denver		
27	28	29	30			

OCTOBER						
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	UCA - Columbus			UT - Columbus		
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			PET - Atlanta			
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	UCA - Des Moines			UT - Des Moines		
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NOVEMBER						
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	UCA - Chicago Design - Columbus			UT - Chicago PRP - Columbus		
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	Design - Des Moines			PRP - Des Moines		
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DECEMBER						
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			PET - Dallas			
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	Design - Chicago			PRP - Chicago		
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20	21	22	23	24	25	26
27	28	29	30	31		

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“When you attend a class you look at your work from a new and enlightened perspective. You get away from day-to-day projects, learn and practice usability techniques with other professionals—all under the guidance of an experienced instructor. You go back to your job with new insights and a strong set of tools. A core curriculum in usability is a critical part of making usability routine within an organization, and of the professional growth and development of each usability specialist.”

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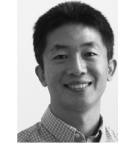
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1. Register online:

[www.humanfactors.com/
training/schedule.asp](http://www.humanfactors.com/training/schedule.asp)

2. Call toll free:

800-242-4480

3. Fax completed form

to: 641-472-7411

4. Mail completed

form to:
Human Factors
International, Inc.
410 West Lowe
P.O. Box 2020
Fairfield, IA
52556-2020

User-Centered Design Course Registration Form

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Human Factors International

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