

# User-Centered Analysis and Conceptual Design



HOW TO DO USER INTERVIEWS AND SURVEYS,  
GETTING FROM TASK ANALYSIS TO CONCEPTUAL DESIGN

**3** day course

[www.humanfactors.com](http://www.humanfactors.com)



**Human Factors**  
International

# User-Centered Analysis and Conceptual Design

## Why take this course?

User-centered analysis provides the basis for designing software that makes sense to your users. Use proven, objective datagathering 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

## General Course Information

### What You Get

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

### Who Should Attend

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.

### Prerequisites

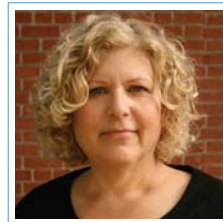
There are no prerequisites to attend this course

## Course Objectives

Participants will learn 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

“Understanding the users, their expectations, and workflows, is at the heart of intuitive interface design. It’s what user-centered design is all about. In this course you’ll learn efficient and effective methods to quickly get the user data you need for design.”



**Susan Weinschenk**, PhD, CUA  
Chief of UX Strategy, Americas

# Course Outline

## DAY 1

### Strategy

#### 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*

#### 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*

### Uncovering the user's conceptual model

#### 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*

## 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*

## DAY 2

### 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*

### Deriving the user experience model

#### 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*

## DAY 3

### 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 nouns and views*

*Exercise: Develop primary noun table*

*Exercise: Create high-level navigation diagram*

### 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 information architecture*

### 9 Getting Ready for Detailed Design

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

*Exercise: Develop usability criteria*

### 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.*

“User analysis is not my primary focus but this information will definitely help me become a better business analyst. Great course, I learned a lot.”

**Joseph Scruggs** –

Business Analyst, JPMorgan Chase

“Learned a lot of information in a short period of time. Excellent blend of lecture, discussion, and exercises.

**Vince Conti** –

Manager, Interactive Development, American Express

**Register online now!**

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

## Certification

### CUA Certification

Become a Certified Usability Analyst™ (CUA) with HFI's certification program. CUAs take courses in all the key areas of software usability, then pass an examination demonstrating their mastery.

- Course 1. User-Centered Analysis and Conceptual Design
- Course 2. The Science and Art of Effective Web and Application Design
- Course 3. Practical Usability Testing
- Course 4. Putting Research into Practice

### CXA Certification

The Certified User Experience Analyst (CXA) certification documents your grasp of advanced skills in persuasion engineering, strategy, and innovation.

- Course 1. How to Design for Persuasion, Emotion and Trust (PET design™)
- Course 2. Design for The Big—User-centric innovation and strategy
- Course 3. Advanced PET Design – Advanced methods, customer retention, and continuous improvements
- Course 4. Institutionalization of User Centricity—Culture change, industrial strength practices, and knowledge management

### Advantages of Certification

- › Get certified by the world's leading user-centered design firm
- › Become a recognized usability authority within your company with inclusion in HFI's official CUA directory
- › Join CUA Central—the online community of CUAs
- › Gain skills to help your company increase user satisfaction in products and services
- › Achieve growth and progress in your career path

“The certification served as a reinforcement for what I’m doing, so I am more confident in presenting a concept or design.”



**Jim O'Brien** –  
Senior Interaction Designer  
AutoTrader.com

“The training was great, very effective. Now, having been tested and certified by HFI, I have more confidence in addressing usability challenges.”



**Chow Sok Mui Murie** –  
Senior Creative Consultant  
NCS, Singapore

**For more information:**

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

## Featured Instructors



Mary Michaels, MBA, CUA



David Bell



Steve Fleming, CUA



Saurabh Gupta, CUA

### A partial list of companies where we have taught Human Factors courses

- Agilent Technologies
- Airborne Express
- Ameritech
- AT&T Information Systems
- The BBC World Service
- Blue Cross/Blue Shield
- ChevronTexaco
- Cognizant Technology Solutions
- Deloitte Consulting
- dotMobi
- Ericsson Information Systems
- Ernst & Young
- FedEx
- Fidelity Investments
- General Motors
- Hewlett-Packard
- IBM
- Library of Congress
- McKesson HBOC
- MCI
- Metropolitan Life Insurance
- Motorola
- National Semiconductor
- Nextel
- Northern Telecom
- Pay Pal
- Prudential Life
- RBC Royal Bank
- SAP / SAP Norway
- Social Security Administration
- Standard Bank SA
- Vodafone
- Wipro technologies

### Onsite Training

If you have a group of people who would like to attend this course, please contact us to discuss having a private course at your company or hosting a public course.

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