

The Usability Training Centre

Training course list

Userfocus Ltd

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Improve your insight.

Value

Specialists in usability training, we run regular, scheduled courses on usability throughout the UK. Our courses are practical, engaging and come with a money-back guarantee that they will help you do your job better.

Benefits and outcomes

Bring business-critical usability skills into your company.

Practice new techniques to solve specific design problems that you are facing.

Hear about real-world solutions discovered during our own consulting experience.

Receive personal attention from trainers with practical experience in solving design problems like yours.

Our approach

Experienced and knowledgeable trainers: veteran usability specialists lead our training courses.

Accelerated learning techniques: all courses contain activities and exercises that allow you to practice the techniques in a supportive environment.

Customised training: the courses are modular and can be customised to suit your precise needs.





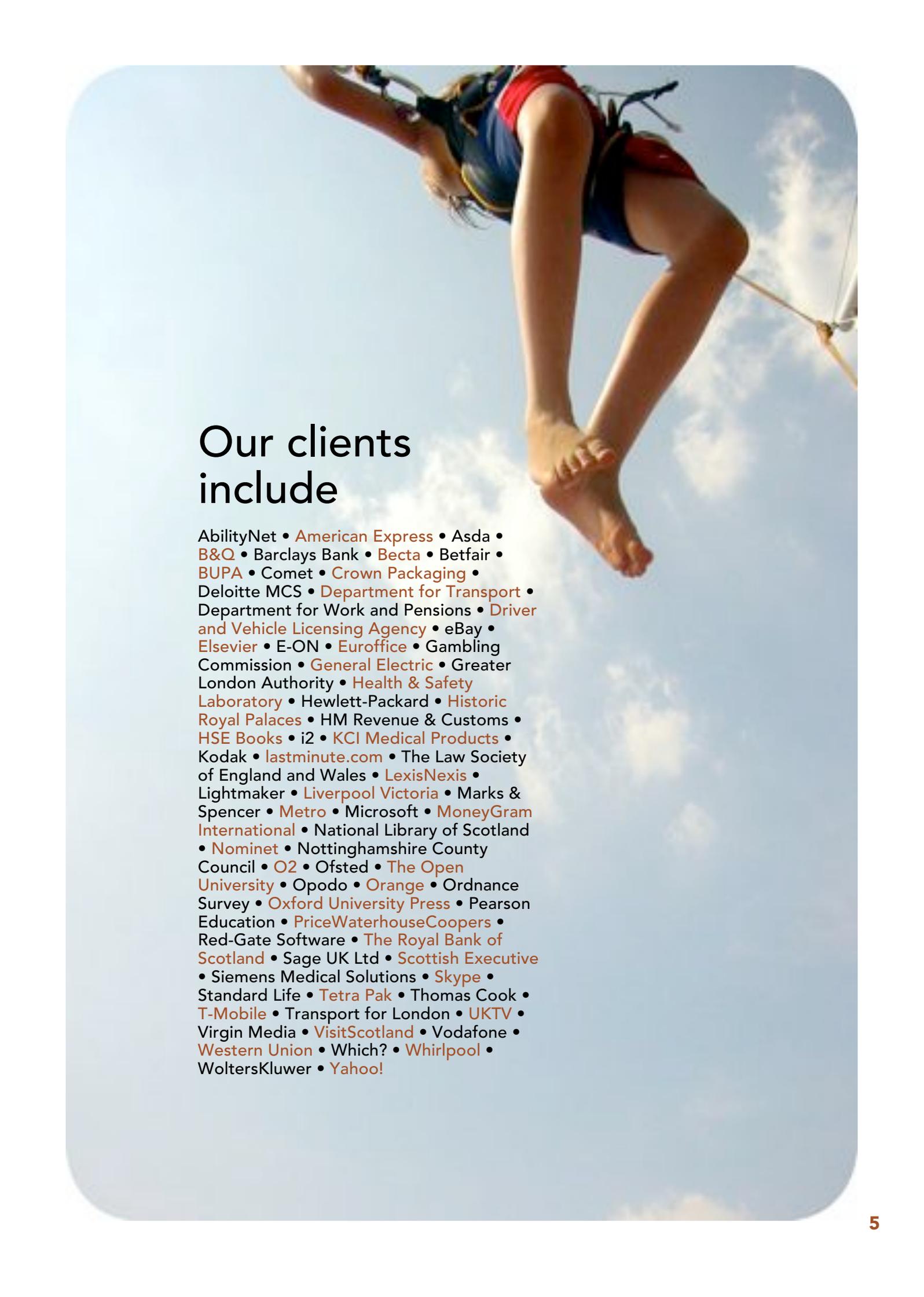
In-house training

We can bring these courses to you and run them for a fixed fee no matter where you are.

In-house training takes place on your company premises and allows us to tailor the seminar to suit the training needs of each delegate.

It also means we can demonstrate how to apply the training to in-house development projects and discuss confidential work in the privacy of your own office. If you have four or more people in your company that require training, an in-house seminar is more cost effective than a public seminar.

To arrange an in-house seminar, use the faxback form on page 40.



Our clients include

AbilityNet • American Express • Asda • B&Q • Barclays Bank • Becta • Betfair • BUPA • Comet • Crown Packaging • Deloitte MCS • Department for Transport • Department for Work and Pensions • Driver and Vehicle Licensing Agency • eBay • Elsevier • E-ON • Eurooffice • Gambling Commission • General Electric • Greater London Authority • Health & Safety Laboratory • Hewlett-Packard • Historic Royal Palaces • HM Revenue & Customs • HSE Books • i2 • KCI Medical Products • Kodak • lastminute.com • The Law Society of England and Wales • LexisNexis • Lightmaker • Liverpool Victoria • Marks & Spencer • Metro • Microsoft • MoneyGram International • National Library of Scotland • Nominet • Nottinghamshire County Council • O2 • Ofsted • The Open University • Opodo • Orange • Ordnance Survey • Oxford University Press • Pearson Education • PriceWaterhouseCoopers • Red-Gate Software • The Royal Bank of Scotland • Sage UK Ltd • Scottish Executive • Siemens Medical Solutions • Skype • Standard Life • Tetra Pak • Thomas Cook • T-Mobile • Transport for London • UKTV • Virgin Media • VisitScotland • Vodafone • Western Union • Which? • Whirlpool • WoltersKluwer • Yahoo!

What delegates say

"Every company that develops software would benefit from this course. It truly focuses the mind on the importance of usability." **Michele Thorns, Sage UK.**

"I learnt how to evaluate a site without just basing it on my opinions and experiences... A fantastic course." **Clare Shields, Marks & Spencer.**

"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 found this excellent course most thought provoking and inspiring. I'm already thinking of ways to work UCD into our current processes and methodology." **Sally Morales, BUPA.**

"It's been one of those rare training events when I can't wait to put my learning into practice." **James O'Malley, Department for Work & Pensions.**

"The training showed me how to put theory into practice in a way that will actually make a difference to our business." **Sam Glover, B&Q.**

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

Instructor Bios

David Travis

David 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. He is the UK expert on two ISO working groups (concerned with display ergonomics and software usability) and he has carried out usability related activities for a number of clients, including Barclays, the BBC, CERN, the Financial Times, Kodak, Hewlett-Packard, Microsoft, Orange, Thomas Cook and Whirlpool. David is an experienced trainer and has delivered over 100 seminars in usability for a range of private and public sector clients.

Louise Ferguson

Louise holds a BSc (Hons) from University College London and an MSc (distinction) in Human-Centred Computer Systems from the University of Sussex. Louise is Vice President of the UK Chapter of the Usability Professionals' Association and co-director of its Voting and Usability Project. Her professional affiliations include membership of the British Human Computer Interaction Group of the British Computer Society, and of the Computer-Human Interaction group of the Association for Computing Machinery. Louise has consulted with BP, PricewaterhouseCoopers (PwC), Castrol, the Department for Trade and Industry, the NHS, BT, and the Design Council and is a frequent media commentator on themes relating to people and technology.

Róisín Saunier

Róisín holds a BA (Hons) and MA (Hons) in linguistics and language technologies from the University of Nanterre. She completed a university diploma in French language and culture from the Sorbonne University. Róisín is a member of the Francophone Human-Computer Interaction Association. She is bilingual in English and French and also speaks Spanish. Róisín has been involved in the fields of training, user studies, localisation and cross-cultural communication for more than 16 years. Specialising in multilingual and cross-cultural projects, Róisín has delivered training seminars in 7 countries and has lectured at the universities of Créteil and Lyon 2.

Caroline Jarrett

Caroline holds an MA and MBA, and is a Chartered Engineer. She is a founder member of the UK chapter of the Usability Professionals' Association, a senior member of the Society for Technical Communication, a member of the Association for Project Management and an associate member of the Market Research Society. She specialises in the usability of forms and work processes involving forms. Recent clients for forms consultancy include the Inland Revenue, the Institute of Chartered Accountants for England and Wales, the University of Melbourne Business School, Standard Life of Canada, the Bank of Ireland (New Ireland) and Cancer Research UK.

G. Tendayi Viki

Tendayi holds a BSc (Hons) degree, an MSc degree and a PhD in Psychology. Tendayi's professional affiliations include membership of the British Psychological Society and the Society for Consumer Psychology. He is a Chartered Psychologist and has published several scientific papers, including three book chapters, and led seminars and tutorials at international symposia. Tendayi has worked in the areas of experimental psychology and consumer research for around 10 years. An accomplished trainer, Tendayi specialises in the design and implementation of experimental consumer research and he has logged over two hundred hours in experimental psychology labs.



For developers designing desktop software who want to make their interfaces simple to use, "GUI Usability" is a 2-day seminar that gives delegates hands-on experience with several usability tools and techniques. Unlike shorter introductory courses, this in-depth seminar covers the complete design and development lifecycle.

Duration

This is a two-day workshop.

Overview

There are dozens of books dedicated to usability, but few of these provide the 'big picture'. The aim of this course is to help delegates design better products, software and GUIs 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 product and software development. The activity ("Mailmerge+") is to design a new GUI for Microsoft Word's "Mail Merge" feature. The activity covers the full design lifecycle, including business requirements, customer needs, product and software 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 system and you want to make sure that users can learn to use it quickly and easily. The course will be valuable for business analysts who want quick and effective tools to communicate user requirements and for designers who want to learn methods for evaluating their 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 product and software projects

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 system is neither under- nor over-engineered

Apply discount usability techniques, such as Nielsen's heuristic evaluation

Learn about different methods for usability testing products and software and when to apply them

Network with other professionals carrying out usability activities in different companies

What do delegates say about this seminar?

"I found this excellent course most thought provoking and inspiring. I'm already thinking of ways to work UCD into our current processes and methodology." – Sally Morales, BUPA.

"Every company that develops software would benefit from this course. It truly focuses the mind on the importance of usability". —Michele Thorns, Sage UK Ltd.

"I liked being able to try out the techniques and methods. I feel I learnt a lot more by taking part in these exercises than just reading through notes."

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For web designers who want hands-on experience with usability tools and techniques, "Web Usability" 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 web usability, 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 is to design a new user interface to an on-line mortgage application. The activity covers the full design lifecycle, including business requirements, customer needs, product and software 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

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

Apply discount usability techniques, such as Nielsen's 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 do delegates say about this seminar?

"The training showed me how to put theory into practice in a way that will actually make a difference to our business." – Sam Glover, B&Q.

"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.

How do I book?

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For intranet developers who want to help employees find and use content quickly and easily, "Intranet Usability" is a 2-day seminar that gives delegates hands-on experience with several usability tools and techniques. Unlike web usability courses, this intranet-specific workshop contains examples of award-winning intranets for delegates to compare their own intranet against.

Duration

This is a two-day workshop.

Overview

Intranets and corporate websites have some important differences to public websites, such as business goals, users' familiarity with the site and integration with other systems. Yet most designers only ever get to see one intranet: their own.

This workshop includes dozens of real-life intranet examples so that delegates can experience first-hand what gives award-winning intranets the edge. The training combines best practice from web usability and intranet usability so that delegates can quickly spot usability "bloopers" and understand what makes a good Intranet.

Who is the course for?

This course is for you if you are actively involved in the design of your company's intranet and you want to make sure that employees can find and use content quickly and easily. The course will also be valuable for business analysts who want quick and effective tools to communicate intranet user requirements and for designers who want to learn methods for evaluating their intranet designs. 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 the general principles of user-centred design and communicate the benefits of usability.

Articulate the specific usability issues facing intranets by examining the "before" and "after" re-designs of award-winning intranets.

Observe and interview users to understand their requirements and their tasks.

Write better content and improve the layout of individual pages and forms.

Simplify site structures and intranet navigation.

Use rapid techniques to design and prototype sites.

Test the usability and accessibility of your intranet.

What do delegates say about this seminar?

"The training was both relevant and comprehensive and provided actual examples from my firm. Thoroughly beneficial." – Emma McEwen, Barlow, Lyde & Gilbert.

"Should be part of every web developer's education."

"If only every web developer/publisher in our organisation had the opportunity to attend this course."

"We covered a huge range of usability issues. The instructor had a tremendous breadth and depth of knowledge and presented the material in an engaging and interactive manner."

"Extremely relevant to our jobs in building sites and policing other people's work."

How do I book?

- Call 020 7917 9535
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For developers and designers who need to create accessible web sites, "Web accessibility for developers and designers" is a 1-day seminar that shows delegates how to design accessible web pages and how to evaluate web pages for accessibility. Recently updated to cover the principles, guidelines and success criteria in WCAG 2.0, this seminar provides a practical path through the legislation, describing what you need to do to meet the minimum requirements, how to retrofit inaccessible pages and how to make sure new content is accessible.

Duration

This is a one-day workshop.

Overview

Web accessibility is now a legal requirement in countries that have disability and discrimination laws, such as the UK. If your web site is not accessible, you risk being sued under the Disability Discrimination Act.

There is no shortage of information on web accessibility. The difficulty for web developers, marketers and managers is in identifying precisely what they need to change in their web site and how to go about it. This workshop provides a practical path through the legislation. You will also learn about the business benefits of an accessibility focus, see how disabled people use the web and find out how to test your site for accessibility.

Who is the course for?

This course is for you if you are a web developer who wants to write accessible code and learn about the challenges of Web 2.0 technologies. The course will also be valuable for web site designers who need to produce content that is accessible and engaging for all users. Other people who will benefit from this training include marketing managers who want to find out about the business and brand benefits of an accessibility focus, project managers who want to ensure their web projects comply with standards and legislation and accessibility practitioners who want to migrate from WCAG 1.0 to WCAG 2.0.

How will I benefit?

After attending this course, you will be able to:

Articulate the business benefits of an accessible website.

Intuitively understand the obstacles facing disabled people as they use the web.

Describe the assistive devices used by disabled people to overcome accessibility barriers.

Write alternative content.

Interpret the principles, guidelines and success criteria in WCAG 2.0.

Evaluate web site accessibility and define how accessibility standards will be met.

Appreciate the strengths and weaknesses of on-line accessibility tools like Bobby.

Use standards and guidelines to design sophisticated, accessible sites that will work in future browsers as well as current ones.

What do delegates say about this seminar?

"I learnt a lot about web accessibility without suffering from jargon overload. I've now got a solid knowledge base to push accessibility forward." – Helen Davey, Orange.

"The course was excellent. Tailored to our needs, it combined a great mix of theory, practical exercises and demonstrations." – Carolyne Smart, EPSRC.

"Lots of interactivity, practical examples and good video demonstrations demonstrating assistive technologies."

"The practical activities provided good, first-hand experience in how others may get frustrated with poor web page content."

How do I book?

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For web developers who need to improve the usability of forms on their web site, "Forms that work" is a 1-day workshop that shows delegates how to improve forms in three ways: better fit between users' needs and business purpose, questions that are easier to answer, and forms that look easier to fill in. Unlike other usability courses, this workshop focuses exclusively on the techniques you need to design better forms.

Duration

This is a one-day workshop.

Overview

Forms are ubiquitous, essential and widely disliked, but they do not have to be a difficult experience for the user. This workshop concentrates on the human side of forms: how we interact with, and think about forms and how to make them as easy for users as practicable – even if they will never be really pleasurable.

We will review a wide range of forms from the web and on paper. You will practice the techniques that are taught. This is a very interactive workshop with many opportunities for discussion and questions. The principles that you learn are applicable to all types of forms: paper, PDF and web.

Who is the course for?

This workshop is for you if you have some interest in forms, especially if you are a designer working with forms in some way. If you are a beginner, you will find that this workshop helps you to grips with the many issues that you encounter when designing forms. If you are an expert, you will be especially interested in the references to research that support the concepts taught. You do not need to have any experience in usability or in programming. This is not a programming workshop and we will not be looking at any specific forms technology in detail. (Note: We will briefly consider accessibility issues with forms, but this is not a course on accessible form design).

How will I benefit?

After attending this course, you will be able to:

Improve forms by achieving a better fit between business purpose and user needs.

Improve forms by creating a smoother conversation, with questions that flow and are easy to answer.

Improve forms by making them look good.

Test forms in usability tests and desk checks.

Appreciate the importance of iteration throughout forms development.

What do delegates say about this seminar?

"Excellent content, enjoyable day led by a renowned practitioner in the art of forms." – Chris Andersen, Lexis Nexis

"Caroline provided a wealth of additional information and relevant examples. The day was informative, practical and very valuable."

"An excellent and thoroughly enjoyable day. I shall definitely put the ideas into practice."

"Very nice mixture of hard (practical) and soft (form theory) advice."

"Apart from being fun it gave us the opportunity to apply our new knowledge – I found the user testing fascinating."

"The handout was excellent. I especially like the reference section."

How do I book?

- Call 020 7917 9535
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- Complete the [faxback form on page 40](#)

For new users of Axure RP Pro who want to create interactive prototypes, "Axure Essentials" is a 1-day seminar that shows delegates how to build wireframes and generate HTML prototypes. Unlike training from software vendors, this workshop shows delegates real-life examples of how Axure RP Pro is used in practice.

Duration

This is a one-day workshop.

Overview

Axure RP Pro is an industry leading tool for rapidly prototyping the web, desktop and mobile software applications, and its use is growing exponentially amongst the User experience Design (UXD) community. This training is designed for those who have little or no knowledge of Axure RP Pro who want to take their first steps in creating prototypes (wireframes).

Who is the course for?

This course is for you if you are part of a user experience design team that wants to gain expertise in rapid prototyping. It is a hands-on course and is most effective for delegates who have day-to-day responsibility for creating prototypes. Typical job titles include: User Experience Designers, Information Architects, Interaction Designers, Usability Engineers, Graphic/visual Designers, Interface Developers, Content Writers and Business Analysts

How will I benefit?

After attending this course, you will be able to:

Critically appraise common approaches to prototyping within a User Centred Design (UCD) context.

Critically appraise common prototyping tools and associated techniques.

Produce straightforward Axure RP Pro prototypes (wireframes).

Produce interactive HTML prototypes suitable for usability testing.

Generate concise prototype specifications in Microsoft Word.

What do delegates say about this seminar?

"As a previous Macromedia/Adobe user of several years, I find Axure much easier to use than Visio!"

"I'm finding Axure to be increasingly useful in my work and the course has helped me to get more out of the tool. Ritch and Alan ran an enjoyable session, and their experience as usability professionals gave an extra dimension to what I was learning."

"Context to user centred designed process was extremely helpful, it was nice to get an overview of these considerations as they were starting to fall out of my brain. I particularly appreciated the helpful information about shortcuts in Axure, the timesaving tips that I would not be able to find elsewhere, similarly knowing that there are open source widgets out on the web that I can go and download will also save me a lot of time reinventing the wheel."

How do I book?

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- Complete the [faxback form on page 40](#)

For experienced users of Axure RP Pro who want to develop advanced prototypes, "Advanced Prototyping with Axure" is a 1-day seminar that shows delegates how to prototype rich internet applications (RIAs) and used the advanced features of Axure RP Pro. Unlike training from software vendors, this workshop shows delegates real-life examples of how Axure RP Pro is used in practice.

Duration

This is a one-day workshop.

Overview

This is the sequel to our Axure Essentials course. It is designed for competent users of Axure RP Pro who now want the level of skills required to meet many of the prototyping challenges presented by working in the User experience Design (UXD) community.

Who is the course for?

This course is for you if you are part of a user experience design team and need to be able to produce sophisticated prototypes. It is a hands-on course and is most effective for delegates who have day-to-day responsibility for creating prototypes. Typical job titles include: User Experience Designers, Information Architects, Interaction Designers, Usability Engineers and Interface Developers.

How will I benefit?

After attending this course, you will be able to:

Produce sophisticated prototypes, including those suitable for Rich Internet Applications (RIA).

Customise prototypes specifications.

Set up reusable assets libraries.

Use Axure RP Pro in conjunction with other related software.

Use Axure RP Pro on collaborative projects.

What do delegates say about this seminar?

"Impressed at the speed of which you can prototype stuff, will be great for showing DV stuff fairly rapidly."

"The advanced course had a clear structure and was easy to follow. Both trainers were extremely helpful."

"I would thoroughly recommend Ritchie and Alan as very experienced Axure practitioners and tutors and I will continue to consult with them in future."

How do I book?

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For technical authors who need to create browser-based user assistance, "How to write, structure and test on-line documentation" is a 1-day workshop that shows delegates how to deliver usable content on the web. Unlike general courses on writing for the web or usability testing, the examples and activities in this course are tailored specifically to on-line documentation.

Duration

This is a one-day workshop.

Overview

On-line documentation is ubiquitous, essential and widely criticised, but it does not have to be a difficult experience for the user. This workshop concentrates on the human side of on-line documentation: how we interact with, and think about on-line documentation and how to make it as easy as possible for users to troubleshoot technical problems without getting lost or frustrated.

We will review on-line documentation from the web and discuss the basics of creating good content. We will reveal techniques to help users get to the content they need. Finally, we will practise usability testing methods, applied specifically to on-line content.

Who is the course for?

This workshop is for you if you are a technical author or writer, especially if users will read your content on screen via a web browser. If you are new to the field, you will find that this workshop helps you to grips with the many issues that you encounter when writing and structuring content. If you are an expert, you will be especially interested in the techniques of usability evaluation. You do not need to have any experience in usability or in programming. This is not a programming workshop and we will not be looking at any specific help authoring systems.

How will I benefit?

After attending this course, you will be able to:

Write on-line documentation that is simple to read on screen.

Create a help system that is task-oriented.

Structure your documentation so that users can quickly get to the content they need.

Identify the strengths and weaknesses of your content through usability testing.

How do I book?

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For design teams that want to avoid inconsistencies in their user interfaces, “How to write an effective style guide” is a 1-day workshop that shows you how to develop a style guide for use within your organisation. Unlike theory-based courses, this workshop is grounded in the realities of user interface design and includes tried and tested techniques to manage compliance.

Duration

This is a one-day workshop.

Overview

Although designing usable systems requires far more than simply applying guidelines and standards, nonetheless style guides can make a significant contribution to usability by promoting consistency, good practice, common understanding and an appropriate prioritisation of user interface issues. Style guides reduce the unnecessary variation caused by dispersed design teams and extended system development timescales. This workshop will help you choose the right guidelines, tailor the guidelines into specific design rules for your application, implement the style guide, and police and maintain the style guide.

Who is the course for?

This course is for you if you are actively involved in the specification of a system’s user interface and you are looking for techniques to reduce variability in design.

How will I benefit?

After attending this course, you will be able to:

Articulate inconsistencies in a user interface and show how these affect the usability of a system

Explain the advantages and disadvantages of Style Guides

Describe common misperceptions about Style Guides

Review the structure of some typical Style Guides, pointing out similarities and differences between them

Describe practical ways to ensure the Style Guide is adopted

Introduce checklists for compliance checking

Promote use of the style guide and manage compliance within your own organisation.

What do delegates say about this seminar?

“The interactivity and practical, real-life exercises, ensured it was ultra-relevant.”

“The training was directly relevant, making it a great starting point for future development”.

“By the end of the workshop, we had a practical plan for developing a style guide”.

“We have created a skeleton document that we can now take away and develop. Thank you!”

How do I book?

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For web developers responsible for localising their web site to other countries or cultures, "Writing for the global web" is a 1-day seminar that shows delegates how to communicate more effectively with an international audience. Unlike other courses, this seminar emphasises that it is not enough to just use the local language; the content has to be appealing and to "feel" local.

Duration

This is a one-day workshop.

Overview

Web site localisation involves more than simply translating content, it also involves adaptation to the local culture and, in certain cases, re-designing the site. Sometimes it is not enough to just use the local language; the content has to be appealing and to "feel" local. For example, in Muslim countries it is an offence to show a picture of a woman showing her arms or legs. Negative reactions may also come from the use of colour or icons. For example, an open palm to signal "Stop" may be offensive in certain cultures and the colour black, which is widely used in Western sites for its neutral, elegant and sober properties symbolises death in China. This seminar will guide you through the minefield of localisation so you can see what will work for your application.

Who is the course for?

This course is for you if you are responsible for localising your web site to other countries or cultures. Typical job titles include software developer, lead designer and marketing manager. 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:

Develop audience awareness.

Apply usability techniques to enhance online reading and comprehension.

Reduce translation costs by following style guidelines for primary language documents.

Adapt existing texts to an international readership.

Edit material for translation and online publication.

Avoid using culturally inappropriate images, metaphors, language and references.

How do I book?

- Call 020 7917 9535
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- Complete the [faxback form on page 40](#)

How to design usable mobile applications and interactive voice response systems

For usability specialists who work in the mobile industry, "How to design usable mobile applications and interactive voice response systems" is a 1-day workshop that shows delegates how to develop customer-centred user interfaces. Unlike generic usability courses, this seminar focuses exclusively on mobile technologies, demonstrating good and bad examples of mobile interfaces.

Duration

This is a one-day workshop.

Overview

What persuades a customer to pay money for a mobile data service? Surveys show that ease of use is customers' most important buying criteria, exceeding even value for money.

But designing a simple user interface for a mobile phone is surprisingly difficult. Screens are small, buttons are packed close together and people use mobile phones for peripatetic tasks where speed of use is critical. This is very different from desktop software and web sites; and applying design principles from these domains can lead to failure. Similarly, designing a usable interactive voice response (IVR) system is very different from designing a visual interface.

During this course, delegates engage in practical hands-on activities to help them discover the practitioner secrets behind the design of usable mobile applications.

Who is the course for?

This course is for you if you are actively involved in the design of applications or IVRs for mobile phones and you want to make sure that users can find and use applications quickly and easily. The course will be valuable for business analysts who want quick and effective tools to communicate user requirements and for designers who want to learn methods for evaluating their 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:

Design mobile applications that work on a small screen

Apply guidelines and principles to quickly evaluate mobile interfaces

Carry out field studies to uncover the way real people use your mobile application

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

Write test tasks to focus and evaluate your design

Appreciate what makes a usable IVR

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For people in design teams who need to base their designs on reality, not assumptions, “Contextual inquiry: how to plan, execute and analyse a site visit” is a 1-day seminar that teaches delegates how to get the most from a field visit to a customer location. Unlike academic courses, delegates on this seminar carry out their own study and so learn the practicalities of contextual inquiry on the job.

Duration

This is a one-day workshop.

Overview

Field studies are invaluable when you need to understand first-hand how users work or behave, the kinds of tasks users carry out and the variety of environments in which users operate. Real-world observation provides insights that user self reports or surveys can't provide — often because users can't explain what they are doing or because their behaviour is so practised that users can't articulate how they work.

But carrying out a field study has a number of difficulties. How do you select the right users? When should you observe and when should you ask questions? How do you collect observational data and how do you analyse it to improve your design?

Who is the course for?

This course is for you if you are part of a design team that wants to develop a new software application or that wants to identify new features for an existing application. This is a hands-on course and is most effective for delegates who have day-to-day responsibility for product design.

How will I benefit?

After attending this course, you will be able to:

Collect rich, detailed data that will help you gain a holistic view of users and their tasks.

Learn how to project a professional image to clients and customers.

Target the right kind of users for potential site visits.

Develop field study forms and checklists to quickly and accurately record observations.

Practise techniques like KJ Analysis to quickly analyse observational data.

What do delegates say about this seminar?

“An excellent course, thoroughly enjoyable. The data analysing method was particularly interesting.” – Philip Merrifield, ITW Finishing.

“Having a proper process for planning and implementing a field study (rather than an ad hoc turn-up-and-ask-questions approach) means I can present a more professional image.”

“I learnt the importance of observation and good questioning — and accurately recording what is said and done.”

“I now feel confident preparing for a site visit and asking the right kinds of questions.”

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For design teams who are actively involved in requirements capture, "Ethnography and field work" is a 1-day workshop that shows delegates how to conduct, collect and interpret the data from field research. Unlike theoretical courses, this seminar shows delegates how to practically apply their ethnographic insights to the design of new technology.

Duration

This is a one-day workshop.

Overview

Ethnography is a method of studying and learning about a small group of people in their own environment. Because ethnographers observe relatively "natural" behaviour, their insights provide rich ideas for design. Ethnography does not require years of training; basic ethnographic principles can be learnt and applied quickly. This practical, hands-on seminar will teach you the basics you need to apply ethnography in your own business.

Who is the course for?

This course is for you if you are actively involved in requirements capture for a system and you want to make sure that users can learn to use it quickly and easily. The course will be valuable for business analysts who want quick and effective tools to communicate user requirements and for designers who want to learn methods for understanding their users.

How will I benefit?

After attending this course, you will be able to:

Understand the advantages of ethnographic research, and how it differs from other approaches to research and design

Explain common misconceptions about qualitative and quantitative user research

Understand how ethnography can be used in conjunction with other research approaches

Choose the right qualitative research techniques for your projects

Develop tools to aid the field research process

Conduct field research, both individually and with teams

Collect and interpret data from field research

Apply the insights gained from field research to design projects

Take into account ethical and legal considerations

Promote the understanding and use of ethnographic research

What do delegates say about this seminar?

"I really liked the many practical tips and exercises – what you can't get from a book!"

"Good overview of ethnographic methods and the practicalities in carrying it out."

"Louise is very knowledgeable in her field and adapted the course to answer our questions."

"Good to hear how to do ethnography from experts. I liked the exercises as a means of trying out the ideas."

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For people in design teams who want to gain confidence in usability testing, "A practical guide to usability testing" is a 1-day workshop that shows delegates how to obtain customer feedback on prototypes and finished products. . Unlike lecture-based courses, delegates moderate a usability test of their own web site and leave with a recording of the session to share with the design team.

Duration

This is a one-day workshop.

Overview

Usability testing is the method of choice for organisations that want to understand how customers use their product, software or web site. In contrast to market research methods, usability testing delivers strong predictive value, demonstrating how real people will use the product in the real world.

But there are several different types of usability test, making it difficult for novices to choose a technique. Usability testing is also very different from interviews or focus groups and requires a well-trained test administrator. This workshop provides a practical path through the various methods, helping you pick the right kind of test for your product, showing you how to plan, carry out and analyse a usability test, and describing persuasive techniques for presenting the results to developers and managers. You will also get hands-on experience administering and observing a usability test of your own web site and gain the kind of practical knowledge that you can't get from reading a book.

Who is the course for?

This course is for you if you are actively involved in product, software or web site design either as a designer, developer or manager of an in-house or agency team and you want to experience hands-on techniques for testing your designs with end users. The course will also be valuable for marketing managers who want to see samples of usability test reports, usability questionnaires, screeners and other deliverables from usability tests.

How will I benefit?

After attending this course, you will be able to:

Write a usability test plan to get buy-in from management and the development team.

Recruit the right test participants.

Develop test tasks that are relevant to your customers and your business.

Choose the right usability test method for your product and its lifecycle phase.

Distinguish between remote and lab-based tests, and between moderated and unmoderated tests.

Design usability tests that meet international standards in usability.

Moderate usability tests.

Collect and analyse behavioural data.

Persuade managers and developers to take action based on your test results.

Use our forms and templates for your own tests.

What do delegates say about this seminar?

"This course is excellent in providing you with a toolkit for usability testing. I've learnt things that I will really use." – Helen Towers, Kudos Information Systems.

"I now realise that what we've been calling 'usability testing' only scratches the surface of true usability testing. I'm looking forward to trying out some new techniques!" – Peter Dearden, Vertex.

"I really enjoyed the hands-on testing in small groups and finding out how to formally carry out structured tests." – Kellie Chandler, Interoute.

"David's excellent delivery made a technical subject that much more understandable." – Timothy Cox, Alcatel.

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form](#) on page 40

For usability professionals and market researchers who need their own usability facility, "Build your own usability lab" is a 1-day workshop that shows delegates how to set up and configure digital video technology to record usability tests. Unlike software-based solutions, this usability lab can be used to evaluate physical products, like mobile phones.

Duration

This is a one-day workshop.

Overview

Usability labs don't need to be expensive. This workshop will show you how to build lab at a fraction of the price of commercial labs. With our guidance, you will be able to build a lab for around £2,500 (even less if you already own some of the equipment, such as a digital video camera).

You will build a lab that comprises:

A remote controlled digital video camera to provide you with detailed views of participants and any ancillary equipment.

A small wireless camera and mount, ideal for recording the screens of PDAs or mobile phones.

A scan converter, so that you can get a flicker-free recording of your website or other software on the computer screen.

A picture-in-picture (PiP) mixer that allows you to decide what gets recorded to tape: the participant's behaviour, the screen, or both.

A broadcast-quality radio mic, so you can get crystal-clear recordings of what participants say.

A digital VCR to record what your participants do.

The training is supported by an illustrated resource pack that shows you how to set up the equipment for the various types of test in about ten minutes.

Who is the course for?

This course is aimed at usability professionals and market researchers. You need to be comfortable connecting off-the-shelf electronic components together, but if you know how to connect your video/DVD/games console to your TV set you will be able to follow this seminar.

How will I benefit?

After attending this course, you will be able to:

Specify the important components of a usability lab;

Connect the various components together;

Configure the equipment to carry out a usability test of a website;

Configure the equipment to carry out a usability test of a PDA or mobile phone;

Configure the equipment to support both "thinking aloud" usability tests and "formal" usability tests;

Get high quality audio recordings.

What do delegates say about this seminar?

"It's been one of those rare training events when I can't wait to put my learning into practice". — James O'Malley, Department for Work and Pensions.

"Excellent and very enjoyable".

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For usability professionals who need to develop their usability testing skills, “Best practice in usability test moderation” is a 1-day workshop that shows delegates how to administer a usability test. Unlike lecture-based courses, delegates get practical, hands-on experience moderating usability tests.

Duration

This is a one-day workshop.

Overview

Moderating a usability test is very different from interviews or focus groups and requires a well-trained test administrator. There are several common mistakes made by inexperienced administrators. For example, an administrator may unintentionally prompt the participant by revealing a keyword (such as ‘register’) that the participant simply locates on the web site. Or an administrator may inadvertently direct the participant’s attention to certain aspects of the design (for example, if the administrator asks ‘Did you notice the navigation bar?’ this tells the participant that part of the screen is supposed to be used for navigational purposes). This seminar will teach you the art and craft behind usability test moderation.

Who is the course for?

This course is for you if you are actively involved in product, software or web site design either as a designer, developer or manager of an in-house or agency team and you want to experience hands-on techniques for testing your designs with end users.

How will I benefit?

After attending this course, you will be able to:

Moderate a usability test.

Apply some of the questioning and probing techniques used by good moderators.

Overcome obstacles to observation.

Understand the differences between moderating formal (“summative”) and informal (“formative”) usability tests.

Moderate usability tests with difficult participants.

How do I book?

- Call **020 7917 9535**
- E-mail helpdesk@userfocus.co.uk
- Complete the **faxback form on page 40**

For new users of Techsmith's Morae who want to run a usability test, "Morae Essentials" is a 1-day seminar that shows delegates how to set up, observe, log and analyse a usability test with Morae. Unlike training from software vendors, this workshop shows delegates real-life examples of how Morae is used in practice by usability experts.

Duration

This is a one-day workshop.

Overview

Morae has rapidly become the tool of choice for people carrying out usability tests. With the insight Morae provides, you can make critical design changes that will improve sales and conversion rates, boost Web site traffic, and increase customer satisfaction. But with the release of Morae 2.0, the software has become more complex and it's not always clear how to start using Morae to run a usability test, log data and analyse and report the results. The aim of this seminar is to show you how Morae is used in practice by usability experts.

Who is the course for?

This workshop is for you if you are involved in carrying out usability tests with Morae. This is a hands-on seminar for usability testing practitioners who want to understand the details in using Morae for usability tests.

How will I benefit?

After attending this course, you will be able to:

Confidently use Morae Recorder to set up and record a usability test, capturing clickstreams and picture-in-picture video.

Create video recordings that you can hand to observers the instant the participant has finished.

Customise Morae's marker terminology so that it matches your own.

Use Morae's built-in survey tool to collect end-of-test participant ratings and comments.

Log and observe important moments quickly and accurately (and get hands-on practice by watching real usability tests).

Rapidly carry out sophisticated analysis in Morae Manager by creating and saving search profiles.

Quickly and automatically analyse data, calculate usability metrics, and create graphs.

Assemble graphs and important moments from the recording into a highlights video to share those "ah-ha!" moments.

Export your results to Excel and quickly create a bug list to hand to the development team.

Use keyboard shortcuts to work faster.

What do delegates say about this seminar?

"Now I know how to use markers properly I'll be able to analyse data in a lot more depth." – Stephen Chambers, Red Gate Software.

"Just to say a huge thanks from the team for a superb training day yesterday. One of the team said it was the best course they'd ever been on." – Kath Moonan, AbilityNet.

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For experienced users of Techsmith's Morae who want to use all aspects of the software, "Advanced usability testing with Morae" is a 1-day seminar that shows delegates how to use Morae like an expert. Unlike training from software vendors, this workshop shows delegates how to use Morae's advanced features to support user-centred design activities like paper prototyping.

Duration

This is a one-day workshop.

Overview

Most people use Morae to run usability tests of websites but did you know you can also use it to speed up other user centred design activities? This seminar will teach you some of the advanced tricks of using Morae that you won't learn from the manual. Based around three case studies (paper prototyping, heuristic evaluation and remote international usability testing), you'll learn how to use Morae like an expert.

Who is the course for?

This workshop is for you if you have carried out two or more usability tests with Morae. This is a hands-on seminar for usability testing practitioners who know the basics of Morae and now want to expand their knowledge.

How will I benefit?

After attending this course, you will be able to:

Log paper prototyping sessions and create highlights videos using Morae's advanced data logging tools and picture-in-picture video.

Carry out a heuristic evaluation with multiple evaluators in a fraction of the time that's usually needed using Morae's marker definitions.

Create a report that writes itself by exporting search results to Excel and then using Word's "Mailmerge" feature.

Carry out remote international usability tests without installing Morae Recorder on the participant's computer or subscribing to UserVue.

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For user experience researchers who want to improve web site navigation, "A practical guide to card sorting" is a 1-day workshop that shows delegates how to obtain and analyse customer feedback on a site's information architecture. Unlike theory-based courses, delegates receive a fully licensed copy of card sorting analysis software (SynCaps).

Duration

This is a one-day workshop.

Overview

Poor navigation is one of the most commonly cited criticisms levelled at web sites. This is often because the navigation framework reflects the way the business thinks about itself. The experts agree that to design intuitive web navigation, organisations need to understand how *customers* think about the content in its web site.

Card sorting is a user research technique that helps us step into the minds of users to reveal how they think content should be structured. But there are different "flavours" of card sorting (such as "open" versus "closed", and web-based versus paper-based). Newcomers to the field are not always clear which is the most appropriate for a particular situation. Even expert users find it a challenge to analyse and interpret the data from a card sort.

This workshop will give you first-hand experience of card sorting. You will discover how to plan, carry out and analyse both paper and electronic card sorts and pick up the kind of practical tips that you can't get from reading a book.

Who is the course for?

This course is for you if you are actively involved in user research or web site design either as a designer, information architect, developer or manager of an in-house or agency team. The course will also be valuable for marketing managers who want to experience hands-on techniques for improving web site navigation.

How will I benefit?

After attending this course, you will be able to:

Design, conduct and analyse paper and electronic card sorts.

Articulate the strengths and weaknesses of web-based card sorting.

Choose an appropriate card sorting method.

Understand cluster analysis and dendograms.

Use the results to design better web site navigation.

Improve your data analysis by learning how to validly remove outliers and merge items and groups.

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For people in design teams who need to spot usability problems in prototypes and finished products, "How to carry out an expert review" is a 1-day seminar that teaches delegates cost-effective methods to evaluate designs. Unlike courses in usability testing, this seminar teaches delegates how to find and fix usability problems without involving end users.

Duration

This is a one-day workshop.

Overview

Usability expert reviews are a great way to identify "usability bloopers" with a product or website. They are quick, cost-effective and provide an immediate "sanity check" for the design. Expert reviews are also an ideal way to ensure that a product or website will meet usability standards.

But many people find it difficult to identify specific usability issues from generic usability heuristics. Beginners also find it hard to derive action-oriented recommendations that can be passed to the design team. This seminar reveals the practitioner secrets behind expert reviews and will teach you how to think like a usability expert. As well as a set of comprehensive notes, you will leave the seminar with detailed usability checklists, workbooks and step-by-step instructions to help you carry out the most valuable techniques.

Who is the course for?

This course is for you if you are looking for practical, cost-effective methods to evaluate designs. This is a hands-on course and is most effective for delegates who have day-to-day responsibility for ensuring product or web usability within their organisation. The course will also be valuable for designers who want to understand usability principles or who want to see examples of usability checklists.

How will I benefit?

After attending this course, you will be able to:

Appreciate the difference between a usability inspection and someone's personal opinion.

Learn and practice some quick techniques for carrying out usability reviews of prototypes and finished products.

Find and fix usability bloopers before they become hard coded.

Apply Jakob Nielsen's "heuristic evaluation" technique to software, products and web sites.

Uncover the elements of your design that lead new users to make errors, using the task-based "cognitive walkthrough" method

What do delegates say about this seminar?

"Very well delivered with lots of great case studies and examples to work on."

"Invaluable supporting material to take away and adapt to my own needs."

"A well structured course with good exercises to practice the techniques."

"I've been to several courses that mentioned Cognitive Walkthroughs but none explained it very well. This course finally demonstrated what it was all about."

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form](#) on page 40

For user experience researchers who create web-based questionnaires, “How to design and implement web surveys” is a 1-day seminar that shows delegates how to create and analyse valid and reliable web surveys. Unlike standard courses on questionnaire design, this seminar shows delegates how to avoid the specific bloopers, biases and pitfalls that bedevil most web surveys.

Duration

This is a one-day workshop.

Overview

Many people think questionnaire and survey design is common sense. Yet many surveys on the web are very poorly designed: they often ask too many questions, or irrelevant questions, or biased questions. These problems make the resulting data impossible to analyse. In fact, many survey design issues are not that obvious. This course will teach you the many potential traps in survey and questionnaire design so that you can avoid them.

Who is the course for?

This workshop is for you if you are involved in developing web surveys to collect data from customers. This is a hands-on seminar for survey practitioners who want to understand the details in designing and implementing web surveys.

How will I benefit?

After attending this course, you will be able to:

Identify common pitfalls in the design of surveys and questionnaires.

Decide on the best format for your question (such as essay, rating scale, multiple choice and ranking questions).

Control the four kinds of bias that affect all web surveys.

Write questions and design rating scales that give valid answers.

Implement a web survey on a site like SurveyMonkey or Zoomerang.

Use descriptive statistics to help you take action on the results of your survey.

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

The Common Industry Format for usability test reports

For usability professionals who want their usability test reports to be best of breed, "The common industry format for usability test reports" is a 1-day workshop that describes the ANSI test report standard. Unlike other courses that describe several standards, this seminar drills down on this one standard and covers it in real depth.

Duration

This is a one-day workshop.

Overview

The Common Industry Format (or 'CIF' to its friends) isn't a visual template that helps make usability reports look the same, nor does it tell you how to run a test. Instead, it defines a framework for carrying out consistent usability tests. For example, you can only write a compliant report if you take objective usability measures of effectiveness, efficiency and satisfaction (these definitions come from the international usability standard, ISO 9241-11). The CIF also requires information such as the design of the test (including information about independent variables), data scoring procedures (including operational definitions of usability measures) and details of the statistical analysis used. Following this type of guidance helps ensure consistency and contrasts with the more common approach, where usability tests aren't "designed", they just happen.

Who is the course for?

This course is for you if you carry out usability tests and you want to make sure that your testing approach meets "best of breed".

How will I benefit?

After attending this course, you will be able to:

Describe a standard format for a test plan.

Write a test plan that is full and complete enough for someone else to execute the test.

Describe the test report requirements contained in ANSI/NCITS 354-2001 "Common Industry Format for Usability Test Reports".

Deliver a usability test report with a standard "look and feel".

How do I book?

- Call **020 7917 9535**
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For researchers involved in analysing data within their organisation, "SPSS Essentials" is a 1-day workshop that shows delegates how to use SPSS to input and analyse data and how to interpret and present the results. Unlike advanced statistical courses, this workshop focuses on descriptive statistical techniques and how these can be used to analyse data relevant to your research needs, like means, median and cross-tabulation.

Duration

This is a one-day workshop.

Overview

This workshop provides practical training on how to use SPSS and provides an opportunity for people who have not used SPSS before to get comfortable with the program. You'll learn how to open the program, enter data into the program and save it. You'll also learn how to use SPSS to obtain descriptive statistics such as means, frequency counts and percentages. After the workshop, you will understand the essentials SPSS: data entry and basic descriptive analyses.

Who is the course for?

This workshop is for you if you are involved in analysing data within your organisation. If you are involved in quantitative consumer research, you will benefit by learning new quantitative data analysis skills. If you are involved in qualitative research, you will expand your skills portfolio to include quantitative techniques. This workshop will also be valuable for consultants involved in assignments that produce quantitative data (e.g. usability tests, surveys and focus groups).

How will I benefit?

After attending this course, you will be able to:

Understand how the SPSS program works.

Input data into SPSS and save it.

Select the appropriate data entry method for the type of data you have.

Select the appropriate descriptive analysis technique for the type of data you have and the questions you are trying to answer.

Perform the analyses using SPSS.

Interpret the data output.

Present the results to other researchers in an accessible fashion.

What do delegates say about this seminar?

"An excellent course. Anyone contemplating using SPSS should start here." – Laura Hall, University of Leicester.

"Highly relevant and practical."

"The trainer was very enthusiastic about the subject and really hammered home the important things to remember."

"The whole day was very helpful. The course was clear and pitched at just the right level. The tutor Tendayi was excellent and facilitated a smooth flowing day."

"The step-by-step instructions and hands-on training style means that I now feel more comfortable and confident using SPSS."

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form](#) on page 40

For researchers involved in analysing data within their organisation, "Advanced statistics using SPSS" is a 1-day workshop that shows delegates how to use SPSS to perform advanced statistical analyses. Unlike beginner courses, this workshop focuses on inferential statistical techniques like correlational analyses, regression and ANOVA.

Duration

This is a one-day workshop.

Overview

This workshop aims to help researchers and organisations get more out of the data they possess by using inferential statistics. You will learn how to go beyond just describing your data in terms of averages and percentages to making decisions about whether or not the findings from your data are significant. This workshop will show you how to use SPSS to perform analyses to check for statistical significance and interpret the data output in a manner relevant to your business.

Who is the course for?

This workshop is for you if you are involved in analysing data within your organisation. If you are involved in quantitative research, you will benefit by learning how to use inferential statistics. If you are involved in qualitative research, you will expand your skills portfolio and learn how to go beyond simple descriptive data analysis. This workshop will also be valuable for consultants involved in assignments that produce quantitative data (e.g. usability tests, surveys and focus groups).

How will I benefit?

After attending this course, you will be able to:

Manage quantitative data effectively.

Perform various advanced statistics (e.g. regression, ANOVA, ANCOVA).

Interpret complex data outputs.

Present the results to clients in an accessible fashion.

What do delegates say about this seminar?

"Excellent course, very good coverage, super teacher." – Desaline Joseph, University of Leicester.

"Very useful for my current research and my future career."

"A great seminar for professional researchers."

"Well prepared datasets to play with and very well presented by a brilliant teacher."

"Helps you work out how to construct your questionnaire without getting too stressed!"

"I have attended two of Userfocus's SPSS courses and both were excellent."

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For senior managers who need to understand the business benefits of usability, “Usability briefing for senior managers” is a half-day workshop that reveals the design principles behind successful web sites. Unlike theory-based courses, this hands-on course gives delegates an intuitive feel for usability by demonstrating good and bad examples of web sites.

Duration

We adapt this seminar to the time available: from one hour to half-a-day.

Overview

The aim of this course is to help managers in your organisation understand the principles of web usability by showing how the various usability tools and techniques fit into real-world design and development processes.

We illustrate the talk with video clips from usability tests to demonstrate the impact of poor usability on customers.

The seminar can be specifically tailored to your organisation to include examples and demonstrations from your web site.

Who is the course for?

This course is for you if you are actively involved in the management of your organisation’s web site and you want to make sure that users can buy products and “self-serve” quickly and easily. The course will be valuable for managers who commission web sites and want to understand the key usability principles behind navigation, search, layout and design. Senior managers will benefit from an understanding of the business benefits of good usability and the business impacts of poor usability. Marketing managers will benefit by learning about the 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:

Articulate why usability is the key to doing successful business online

Distinguish between good and bad web pages by applying usability principles

Describe the three rules of usability

Avoid usability bloopers with your own site, especially in the areas of navigation, search, layout and design

Get the best out of your internal human factors team and external consultancies

What do delegates say about this seminar?

“I now appreciate that usability is about more than screen design — it’s critical to new product development.”

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For designers and managers who need to get to grips with UK legislation, "Legs & Regs: a no-nonsense guide to usability standards and legislation" is a 1-day seminar that provides concise and authoritative coverage of key standards and legislation in usability and accessibility. Unlike competitor courses, a nominated BSI UK expert, responsible for writing and contributing to British, European and International usability standards, trains this course.

Duration

This is a one-day workshop.

Overview

Some people think standards are boring but did you know that they could help you to avoid breaking the law? Legislation such as the Health and Safety at Work Act and the Disability Discrimination Act have significant implications for the design of user interfaces in software, web sites and physical products. One way to comply with these laws is to follow British, European and International Standards on usability. These standards already give recommendations for the design of usable computer hardware, describe principles for user interface design, contain guidance on accessible design and provide advice on the design of web sites.

This seminar is far from boring. It is an entertaining but informative review of this increasingly important area. It will provide concise and authoritative coverage of key standards and legislation concerned with usability and accessibility.

Who is the course for?

This course is for you if you are actively involved in product, software or web site design either as a designer, developer or manager of an in-house or agency team and you need to make sure your work complies with standards and legislation. The course will also be valuable for people who want to see usability standards first hand. Delegates should have a basic understanding of usability concepts, but do not need to be practitioners. (Note: Although part of the course covers accessibility legislation, this is not a web accessibility tutorial).

How will I benefit?

After attending this course, you will be able to:

Interpret ISO 13407 and ISO 9241 so that they are relevant to your business.

Articulate the standards making process.

Capitalise on emerging standards in usability.

Produce standardised usability test reports by following ANSI/NCITS 354-2001 (the ANSI CIF).

Appreciate the relationship between (X)HTML standards, usability and accessibility.

Gain an overview of disability legislation and accessibility standards relevant to web accessibility.

What do delegates say about this seminar?

"Excellent 'demystifying' of International Standards and accessibility regulations." – Daniel Griffiths, LexisNexis.

"Added a new dimension to my requirements writing."

"It was informative and interesting to hear the background to how ISO standards are devised from someone 'on the inside'."

"I found the preview of upcoming standards really useful."

"Very competent and knowledgeable presenter."

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For managers who need to understand their obligations under the Disability Discrimination Act, "Web accessibility briefing for managers" is a half-day workshop that describes the legal issues surrounding accessible web sites. Unlike competitor courses, this workshop cuts through the jargon and clearly explains what you need to do to meet your legal obligations.

Duration

This is a half-day workshop.

Overview

Web accessibility is now a legal requirement in countries that have disability and discrimination laws, such as the UK. If your web site is not accessible, you risk being sued under the Disability Discrimination Act.

With so much written about accessibility and the law, it's difficult for senior managers to identify the critical and important issues. After attending this training course, you will appreciate the legal issues surrounding accessible web sites and learn how to develop a compliance plan for your organisation.

Who is the course for?

This course is for you if you are a senior designer, a senior developer or a manager of an in-house or agency web design team. The course will also be valuable for marketing managers who want to find out about the business and brand benefits of an accessibility focus, and project managers who want to ensure their web projects comply with standards and legislation.

How will I benefit?

After attending this course, you will be able to:

Articulate the business benefits of an accessible website.

Reduce the risk of litigation from disabled employees who use your company's intranet.

Evaluate web site accessibility and define how accessibility standards will be met.

Develop an accessibility compliance plan for your organisation.

What do delegates say about this seminar?

"Helped identify key areas for change within my organisation." – Kathryn de Ferrer, WoltersKluwer UK.

"Gave me a great overall feel for the issues around accessibility".

"Very comprehensive, easily digestible and varied".

"Excellent real life examples".

"A very useful half-day introduction".

"Highlighted some useful ways of looking at accessibility, with good illustrations and resources."

"Sound overview of the issues, with pointers on how to resolve the problems with our site".

"A nicely presented introduction to the complex world of accessibility".

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For usability managers and team leaders who need to prove the financial benefits of their work, "Cost justifying usability" is a 1-day seminar that shows delegates how to accurately estimate the payback of usability interventions. Unlike simple accounting approaches, this seminar shows delegates how to develop measurable usability metrics and express them as key performance indicators.

Duration

This is a one-day workshop.

Overview

Most companies agree that usability is critical to online success, yet few companies measure the return on their design investment. This seminar will demonstrate how specific improvements in user experience can increase both revenue and customer satisfaction while lowering costs. You will take away persuasive arguments for usability as well as a practical Excel spreadsheet that you can use to calculate the benefits of usability on your own projects.

Who is the course for?

This course is for you if you need to prove the financial benefits of your involvement in projects. The course will be valuable for human factors team leaders who want quick and effective tools to communicate the benefits of usability. Marketing managers will also benefit by learning about the business and brand benefits of a usability focus.

How will I benefit?

After attending this course, you will be able to:

Persuasively articulate the benefits of usability and assign a financial value to each one.

Accurately estimate the costs of usability interventions.

Describe case studies from various industries showing the financial benefits of usability.

Develop measurable usability metrics and express them as key performance indicators.

Prove the financial benefits of a specific usability initiative within your own organisation.

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For usability specialists who want to measure usability improvements in a project, “How to set and track usability metrics” is a 1-day seminar that shows delegates how to develop, use and measure quantifiable usability metrics. Unlike a simple objective-setting approach, this seminar shows delegates how to make systematic, measurable improvements to a site’s user experience, like raising conversion rates from 3% to 5%.

Duration

This is a one-day workshop.

Overview

A Forrester survey of 20 web site owners showed that their most recent design changes were meant to “update the look-and-feel” or “make the site simpler.” None had specific, measurable goals for their site’s redesign—goals like raising conversion rates from 3% to 5% or delivering 20% more leads to the sales team. This seminar will show how you can set and measure a visitor’s total interaction with a site, including completion rate, time-on-task and satisfaction with ease-of-use, content, and function.

Who is the course for?

This course is for you if you are actively involved in the design of a system and you want to make sure that it meets its commercial objectives. Typical job titles include marketing manager, head of design, senior usability professional and head of web.

How will I benefit?

After attending this course, you will be able to:

Persuade managers and developers of the benefits of using quantifiable usability metrics on a project.

Articulate the brand values for your company’s products and express these values as quantifiable usability metrics.

Design usability tests to measure these metrics.

Track metrics throughout the development lifecycle.

How do I book?

- Call **020 7917 9535**
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For internal or external consultants who need to market usability, "Consultancy skills for usability professionals" is a 1-day seminar that shows delegates how to sell user centred design projects to managers and budget holders. Unlike conventional sales training, this seminar teaches delegates the specific techniques that work when selling usability projects.

Duration

This is a one-day workshop.

Overview

Many usability consultants are self-taught in consultancy methods and techniques. This can reduce confidence when dealing with internal and external clients and create a barrier to developing a mutually beneficial proposal. This seminar describes a practical consultancy process that will help you define your "terms of engagement" when dealing with clients, helping you prioritise work, deliver projects on schedule and avoid project surprises.

Who is the course for?

This course is for consultants in usability, either internal or external consultants. Typical job titles include human factors professional and usability professional.

How will I benefit?

After attending this course, you will be able to:

Describe the three modes of consultancy (technical, process and marketing)

Reveal clients' unstated needs

Write a proposal to agree the scope of work with a client

Agree the level of quality required on a project

Manage clients

Know when and how to keep project managers informed of progress

Identify the type of reporting required on a project

Deliver bad news constructively

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

For managers or advocates charged with championing user-centred design processes, “Repositioning User Experience as a Strategic Process” is a 1-day workshop that shows delegates how to think strategically about user centred design. Unlike ‘tools and techniques’ training, this workshop shows that the “user experience” is more than an isolated set of techniques and best practices.

Duration

This is a one-day workshop.

Overview

While user experience managers have diverse backgrounds, many lack formal training in management or strategic planning. This workshop fills the void by exploring an important topic: how to better align usability goals within the context of an organisation’s business strategy.

Referencing work by business gurus like Drucker, Christensen, and Grove, the workshop shows how management science and business strategy is relevant to user experience practitioners.

The workshop covers the operational, organisational, and strategic aspects that user experience groups can and should impact within product development companies. Each topic area is discussed in depth, including case studies as examples, and followed by a group exercise where participants have an opportunity to apply the concepts to a problem faced by their own company.

Delegates work on creating a presentation aimed at the senior management of their company. Delegates vote to identify the best of these presentations, which is then delivered to all attendees.

Who is the course for?

This course is for you if you are a manager or advocate charged with championing user-centred design processes. The workshop will also be of interest to product or engineering managers who have a solid understanding of best practices and want to promote user-centred design in their organisation. Attendees should have experience with, or knowledge of, usability testing, gathering UI requirements, and UI design related activities. Some experience with managing or leading teams responsible for user experience activities would be beneficial but is not required.

How will I benefit?

After attending this course, you will be able to:

Understand the difference between operational, tactical, and strategic activities.

Learn how to identify hidden benefits associated with user experience efforts within their own companies and how to communicate those benefits more effectively.

Understand how three key factors in organisations (resources, processes, and values) impact product designs.

Gain hands on experience with techniques to help prioritise work and identify ways of more effectively engaging other organisations in their company for maximum impact and visibility.

Learn about strategic inflection points and how user experience is in a unique position to help organisations survive these situations.

Practice articulating the rationale for user experience as a must-have competence for every product development initiative using business terminology.

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Complete the [faxback form on page 40](#)

Other ways to make a request:

Call **020 7917 9535**

E-mail helpdesk@userfocus.co.uk

I am interested in the following courses:

- GUI usability
- Web usability
- Intranet usability
- Web accessibility for developers & designers
- Forms that work
- Axure Essentials
- Advanced prototyping with Axure
- How to write, structure and test on-line documentation
- How to write an effective style guide
- Writing for the global web
- How to design usable mobile applications
- Contextual inquiry: How to plan, execute and analyse a site visit
- Ethnography and field work
- A practical guide to usability testing
- Build your own usability lab
- Best practice in usability test moderation
- Morae Essentials
- Advanced usability testing with Morae
- A practical guide to card sorting
- How to carry out an expert review
- How to design and implement web surveys
- The Common Industry Format
- SPSS Essentials
- Advanced statistics using SPSS
- Usability briefing for senior managers
- Legs & Regs
- Web accessibility briefing for managers
- Cost justifying usability
- How to set and track usability metrics
- Consultancy skills for usability professionals
- Repositioning user experience as a strategic process

Contact details:

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Master user experience in this practical, video-based, online training course.

“ The depth and breadth of content covered in this course is seriously impressive. All of the major UX techniques are covered in a way that anyone could take this advice and apply it to their own projects or organisation. If you want to learn how to do user-centred design, this is the course to get.

— *Independent review by Matthew Magain, co-founder, UX Mastery*



“ I already had some in-house, quasi-UX mentoring, but taking this course is what truly opened my eyes to seeing everything in the world from a design and user goals perspective. I promote this course anytime I see or hear anybody asking where they should get started in UX Design/Research.

— *Course review by student Geoff Wilson*

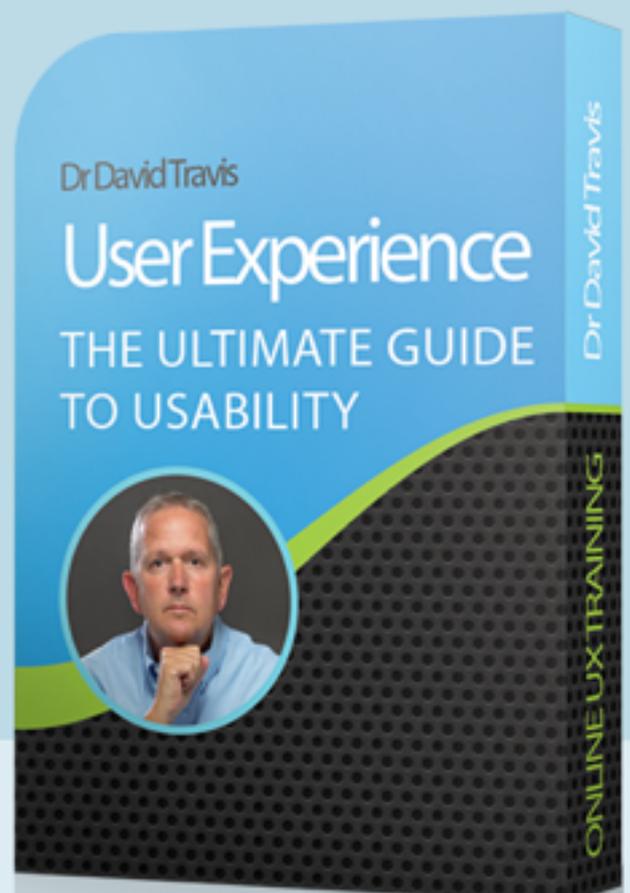
“ Dr. Travis has created a very thorough, very engaging overview of the UX Lifecycle, with lots of great real world examples and war stories from his own considerable experience to illustrate the guidelines and techniques he teaches you. Well worth the time and money.

— *Independent review by veteran usability consultant Dr. Deborah J. Mayhew*

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