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## Introduction to User-Centered Design

Everyone wants to build usable software. But how can you really define and achieve usability goals? Which activities and techniques are most effective? What's practical given time and money constraints? In this class, you learn practical user-centered design techniques and usability principles to help you achieve your usability goals. Techniques include developing personas, conducting card sorts, developing wireframes, designing navigation, and several methods for evaluating usability. Students apply principles and techniques throughout the class to develop and improve the user experience for a sample project. You also learn how to fit these techniques into your lifecycle, whether it is waterfall, iterative, or somewhere in between.

### Objectives:

At the end of this course you will be able to:

- < Understand the benefits of usability-related activities
- < Increase others' awareness of user-centered design and usability techniques
- < Describe a variety of user-centered design techniques
- < Explain usability principles
- < Know how to choose techniques that fit each project's circumstances
- < Apply selected user-centered design techniques within the context of a software or web development project

### Audience:

This course is designed for people requiring a foundation in user interface design, usability, and user-centered design techniques. These roles often include web or user interface designers, analysts, software developers, project managers, marketers, testers, and technical writers.

Please call toll-free +1 (866) 785-4266, if you are interested in an advanced course or usability testing services.

### Prerequisites:

None

### Duration:

2 days



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## Outline

1. Defining usability and user-centered design (UCD)
  - Usability of everyday things
  - User interface usability
  - What's the value of good usability?
  - UCD and its principles
  - Overview of UCD techniques
2. Discovering users' needs
  - Interviews and focus groups
  - Contextual inquiry
  - Task analysis and its relationship to use cases
  - Personas
  - Lab: Develop persona for case study
  - Defining usability goals and requirements
  - Lab: Define usability requirements for case study
  - Pros and cons of these techniques
3. Applying usability principles in user interface design
  - Understanding mental models
  - Lab: card sorting
  - Principles for navigation and user interface design
  - Lab: Develop paper prototypes for case study
4. Understanding evaluation methods
  - Types of usability evaluation and testing
  - Conducting an expert review (heuristic evaluation)
  - Lab: Conduct an expert review
5. Conducting a usability test
  - Test planning
  - Selecting participants
  - Selecting tasks
  - Test report outline
  - Lab: Conduct a brief usability test
  - Using this technique informally
    - Paper prototype evaluation
    - Application/functional prototype evaluation
6. Applying these ideas in your environment
  - Review of techniques
  - Fitting UCD into different lifecycles
  - Useful talking points for common situations
  - Next steps to continue your skill development