

Designing a Better Web User Experience: Tips and Techniques to Enhance your Web Applications

Duration

2 days

Instructor

Ben Skelton

Class Limit

20 students

Prerequisite

None

Price

On-site:

Please contact SPC
for pricing (contact
information on page 2)

Public Training:

\$995 (2 days)

*Discount available for
early registration

Materials Provided

- Student manual containing the course slides
- Student handouts with class exercises and class studies

This seminar demonstrates techniques that can be integrated into a project's workflow to create a better user experience. Real-world examples will be used throughout the seminar to illustrate specific techniques for designing better and more dynamic websites, Intranets and web applications.

Participants will be able to try many of the tools and techniques discussed in the seminar, through hands-on exercises and discussion. Participants will leave the seminar knowing how to integrate user experience enhancing techniques into project workflow, thus allowing for the design of a better, more usable product.

Intended Audience

This seminar is designed for anyone who wants to learn how they can make their website, Intranet, or web-based application more usable. IT Managers, project managers, developers and designers will all benefit from the tips, techniques and real-world case studies presented in this seminar.

Instructor

Ben Skelton joined the Habañero Consulting Group as a designer in August 1999. Today as creative director, Ben is responsible for providing art direction and design leadership for both web sites and web-based applications. He has extensive knowledge and experience in information and interaction design, developing user interfaces and navigation schemes that support the end-user experience.

Since joining Habañero, Ben has led user experience projects for Credential Group, Teldon International, Selkirk Financial, Phillips Hager & North, ICBC, Goalies.com, Bentall Corporation, Teekay Shipping, Wajax Limited and Stockwatch

TRAINING

Designing a Better Web User Experience

Outline

Day 1

What makes a good product “great”?

- How do you determine if your product is good? In this introduction to Designing a Better User Experience, we look at some common methods to measure success, and give examples of some products with successful and not-so-successful user experiences.

Measuring a Great Design

- In order to measure how successful your product design is, you need to have user experience goals. User experience goals should be derived from your overall business goals; examples and strategies will be provided on how to determine these goals, assisting you in creating a successful user experience.

Developing an Amazing Information Architecture

- Information Architecture (IA) is the foundation of every well-designed product. This component will provide techniques that will allow you to create an IA that will work for your users by extracting information you probably already have within your organization.

For more information on this or other SPC Springboard courses, please visit www.spcspringboard.com or e-mail SPC at info@spc.ca

Software Productivity Center
Suite 460—1122 Mainland Street
Vancouver, BC V8M 4T8
www.spc.ca

Toll Free:	Fax:
1.877.548.1948	604.689.0141
Vancouver:	Toronto:
604.662.8181	416.885.0512

Starting from Somewhere Old: Conducting a Heuristic Evaluation

- When redeveloping an existing site or product, it is essential to learn from past mistakes. This section of the seminar will show you how to conduct a heuristic evaluation and how to use the results to make your new product better.

Day 2

Successful Design by Committee: It is possible!

- Far too often designers end up doing numerous designs and revisions for decision committees that don't make a website any more usable, and use a lot valuable resource time and energy. This component of the course will review strategies for you to get all your key stakeholders involved, while still being able to focus on creating a top-notch usable product.

Creating a Killer Design

- Enough said! This area of the seminar will provide techniques for you to create designs that will impress your clients, and maybe even your friends! Design myths and rules will be discussed, in addition to common design pitfalls to watch out for.

Usability Testing: Getting Valuable Feedback from your Users

- Having real customers use your product is the only way you can truly assess how usable your product is. This component of the seminar will show you how to conduct effective and inexpensive usability tests. Examples will be provided on how you can use the data gathered from usability tests to make your product great.



TRAINING

