

TECHNOLOGY TRANSFER PRESENTS

JAMES HOBART

**USER EXPERIENCE
STRATEGY**

JUNE 26, 2017

**USER EXPERIENCE
DESIGN**

JUNE 27-28, 2017

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

User Experience (UX) Strategy is the next step on formalizing and creating long term UX success in your organization. We will discuss how to organize and implement the various activities that make up UX Strategy including user research, content strategy, digital strategy, market research, analytics integration, design standards and patterns, organizational structure and integration with marketing and technology teams.

WHAT YOU WILL LEARN

- Implement long term UX Design Strategy within your organization.
- Learn the business impact of User Experience
- Learn techniques to tie User Experience to overall company objectives
- Integrate UX Strategy with Digital Strategy
- Understand how UX research supports UX Strategy
- Learn how content strategy impacts UX Strategy
- Review different organizational structures to implement UX Strategy
- Learn how to measure and report UX Strategy across your organization

WHO SHOULD ATTEND

- Managers interested in establishing UX teams in their organizations
- Design leaders interested in creating UX Strategy
- Digital product and Content managers
- Technology architects working on digital products in need of a strong UX

OUTLINE

1. UX Strategy Introduction

2. Business Impact of strong UX strategies

3. How UX helps drive overall business strategies

- Impact on innovation
- Improving customer experiences

4. UX vs. Digital Strategy

5. Creating a UX Strategy

- Creating a UX Roadmap
- Integrating UX techniques
- Aligning strategy with technology and business

6. Integrating Content Strategy with UX Strategy

7. Creating a long-term UX organization

- Alignment with marketing
- Alignment with technology
- Creating job ladders

8. Measuring UX with Analytics

- Integrating analytics and reporting
- Creating UX KPI's (Key Performance Indicators)
- Reporting UX impact on the larger organization
- Measuring Omni-channel experiences

9. The future of UX Strategy

- Impact on business in the future
- Methods to ensure success

ABOUT THIS SEMINAR

Bridge the gap between business requirements and software development during this 2 day seminar where you will learn how to define user goals and business needs and then apply proven design techniques to ensure highly usable and successful applications. These are the same techniques being used successfully on real projects for many of our Global 2000 clients and large government organizations. Implementing a successful user experience design process can mean the difference between success and failure for your information technology efforts. Learn from the experts who have been delivering success in this field for over a decade! We will show you how to apply a proven process for identifying true user requirements, developing and validating conceptual models, and creating designs that are highly usable. We back up our design recommendations with **solid research** performed in our digital [usability lab](#) and will provide you **actual video of users in action** to bring home to your design teams to further reinforce the seminar material. We will show you how to adopt a user-centered perspective and learn how customer-centered design can transform your organization.

WHO SHOULD ATTEND

This class is designed for corporate or commercial developers and analysts that are, or plan to be, involved in creating online user experiences. Anyone concerned with developing well-designed web applications, including individuals that will gather user requirements or end-users themselves, will benefit from attending. Attendees should have a basic understanding of web technologies and navigating in a web environment. User Experience Design is useful for:

Project Managers who are responsible for establishing or managing application design projects

Project Leaders who need to know proven steps for translating business requirements into successful software solutions

Interaction Designers who need to know how and when to use specific interface widgets when creating user interfaces

Product Managers who are responsible for managing and implementing online technology solutions

Analysts and Developers who need to know the critical aspects and limitations of user experience design

End Users who need to understand the principles of good user experience design techniques

WHAT YOU WILL LEARN

This class for developers, end-users, interaction designers, and managers explains how to apply the concepts of user experience design to within your organization.

- Develop a detailed understanding of your users through **task analysis, mental models, and user profiles**
- Determine the best **information architecture** for your users
- Proper **layout and design** techniques
- Learn new **design modeling** techniques
- Create and implement in-house **design standards**
- Plan and conduct an effective **usability test**
- Implement **complex enterprise application** designs
- Validate and defend important **design decisions**

OUTLINE

1. User Experience Design Fundamentals

- Learn the benefits of user experience design
- Discuss Usability challenges and how to overcome them
- List common reasons for application design failure

Lab: *Let's fix some 'challenged' application designs*

Lab: *Let's review some 'successful' application design*

2. Layout and Design Techniques

- Widget design guidelines
- Key layout design techniques
- Effective use of color and graphics
- From placement techniques

Lab: *Review and improve a complex application design*

3. Visual Design Patterns

Implement Design Patterns to solve complex usability issues

Design Pattern overview

- Introduction to Design Patterns
- How to identify and create a design pattern
- How to use patterns during design

Navigation Patterns

- Bread crumbs, Global navigation, Return to prior work

Search Patterns

- Simple/Advanced search
- Facets, Results list

4. Navigation Modeling

- Explore concepts of user navigation via the Web
- Identify the types of characteristics of different users
- Learn how to choose the best Web navigation model based on user types
- Identify types of tasks and how they affect Web Design
- Designing master borders for easier navigation

Lab: *Create a Navigation model for a complex transactional Web application*

5. Documenting Designs

- User Personas
- Task Models and maps
- Presentation models
- Interaction models
- Journey maps

Lab: *Create a task model for a complex customer transaction*

6. Modeling Design Solutions

- Learn different modeling techniques
- When to use each technique
 - Paper prototypes
 - Wireframes
 - Interactive prototypes
- Best tools for each modeling technique

Lab: *Create an interactive prototype for a complex customer transaction*

7. Creating Rich, Compelling User Experiences

- Designing interactive solutions
- Do's and don'ts with new multimedia controls
- Creating rich, interactive forms

- Effectively using state transitions
- Effectively using “Push” and “Pull” design techniques
- Streaming audio and video

Lab: *Apply new technologies to improve and Enterprise application for a distributed workforce*

8. Usability Testing

- Discuss when usability testing should be conducted
- Explore different Usability Testing techniques
- How to conduct a Usability Test
- Interview techniques for optimal user feedback
- Translating test findings in usable designs

Lab: *Conduct a Usability Test for an enterprise Web application*

9. Creating Effective Web Design Standards

- Explain why UX Design standards are important
- Identify process of defining and implementing standards
- Learn contents of standards
- Discuss how to implement and maintain standards

10. Course Conclusion

- Course Summary
- Questions and Answers

BENEFITS TO YOUR COMPANY

- Our User Experience Design course will benefit your organization in the following ways:
- Increase end user productivity and application usage
- Increase development team efficiency
- Increase revenue by using a proven user experience design process
- Reduce training and support costs

Attendees will walk away with a complete set of user experience design templates for quickly implementing this process within their organization.

Please, bring your laptop to the seminar.

INFORMATION

<p>PARTICIPATION FEE</p> <p>User Experience Strategy € 700</p> <p>User Experience Design € 1300</p> <p>Special price for the delegates who attend both seminars: € 1900</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p>	<p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p> <p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within June 12, 2017</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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JAMES HOBART

USER EXPERIENCE STRATEGY

Rome June 26, 2017
Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 700

USER EXPERIENCE DESIGN

Rome June 27-28, 2017
Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 1300

BOTH SEMINARS

Special price for the delegates who attend both seminars: € 1900

If anyone registered is unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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www.technologytransfer.it



SPEAKER

James Hobart is an internationally recognized “*User Interface Design*” consultant based in California, USA. He specializes in the Design and development of large-scale, high-volume Client/Server applications. He is an expert in GUI Design for transaction processing systems and strategies for migration from character-based systems to GUI and Web-based technologies. Mr. Hobart has over 20 years of software development experience and over 10 years of GUI application Design experience. James Hobart is president of Classic System Solutions Inc.