

TECHNOLOGY TRANSFER PRESENTS

# JAMES HOBART

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## USER EXPERIENCE DESIGN

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ONLINE LIVE STREAMING

**MAY 17-20, 2021**

DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN THE AFTERNOON  
FROM 2 PM TO 6 PM ITALIAN TIME



info@technologytransfer.it  
www.technologytransfer.it

## ABOUT THIS SEMINAR

Bridge the gap between business requirements and software development during this seminar where you will learn how to define user goals and business needs and then apply proven UX 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 Enterprise 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, designers, product managers and analysts that are, or plan to be, involved in creating web and mobile user experiences. Anyone concerned with developing well-designed web and mobile applications, including individuals that will gather user requirements or end-users themselves, will benefit from attending. Attendees should have a basic understanding of web and mobile technologies. 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 for web and mobile
- Learn new **design modeling and design thinking** techniques
- Best use of color, icons, graphics and text
- Create and implement in-house **design standards**
- Plan and conduct an effective remote **usability test**
- Create **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
- Form layout and 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
- Multi-step transactions

### Search Patterns

- Simple/Advanced search
- Facets, Results list
- Autosuggest

### Error Handling Patterns

## 4. Navigation Modeling

- Explore concepts of user navigation via the Web and mobile
- Identify the types of characteristics of different users
- Learn how to choose the best navigation model based on user types
- Identify types of tasks and how they affect Web and Mobile 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 and prototyping 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 with micro-interactions
- Creating rich, interactive forms
- Effectively using state transitions
- Effectively using “Push” and “Pull” design techniques
- Interacting audio and video

**Lab:** *Apply new technologies to improve and Enterprise application*

## 8. Usability Testing

- Discuss when usability testing should be conducted
- Explore different Usability Testing techniques
- How to conduct a remote 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 and Mobile 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.

# INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1100</p> <p>The fee includes all seminar documentation.</p> <p><b>SEMINAR TIMETABLE</b></p> <p>2.00 pm - 6.00 pm (Italian Time)</p>	<p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p> <p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: info@technologytransfer.it</p> <p>TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy)</p> <p><b>PAYMENT</b></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><b>GENERAL CONDITIONS</b></p> <p><b>DISCOUNT</b></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. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>CANCELLATION POLICY</b></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><b>CANCELLATION LIABILITY</b></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 DESIGN

May 17-20, 2021

Registration fee:  
€ 1100

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.