

Essentials of UX

An Overview of Advanced User Experience (UX) Design: Strategy, Innovation, Persuasion, Internationalization and a Mature Institutionalized Practice

Self-Paced or Train-the-Trainer Course

3 reasons why your company should have this course

1. Create a company-wide appreciation and understanding of User Experience Strategy, Innovation, Persuasion, and International Design, plus the Institutionalization of UX
2. Appreciate the process and methods behind UX work
3. Establish a shared language for User Experience Design

What it is

Today basic usability is no longer enough. Serious user-experience (UX) design operations must go beyond the basic requirements of making things easy, obvious, error resistant, and satisfying (these topics are covered in our course, “The Essentials of Usability”).

Serious UX operations look at the big picture. We need to motivate customers to convert, we need to ensure cross channel compatibility, we need to innovate (NOT just be innovative, but to do serious innovation projects based on ecosystem models), and we need the UX team to operate in a mature, process-oriented fashion. That means that we don’t do UX work relying on the knowledge and skills of a few individuals. We have a UX team that works based on process, systems, and standards.

The Essentials of UX course can be used as a train-the-trainer solution for large organizations, with the ability to customize the course with internal examples and content. In other cases, it can be used as a self-paced program (with a SCORM compliant version for use in CBT delivery systems). HFI can also present the course for your organization.

The course is an excellent way for a company to bring the basic knowledge of UX to a wide audience within the organization at minimal cost. This course will allow you to give everyone in your organization a heightened awareness of UX.

Purpose

This course is designed to support the governance of UX work by educating managers and the UX team’s co-workers about the value and process required for serious UX work. To move toward a culture of user-centricity, everyone must appreciate that a good user experience does not happen by good intentions, or even the uncoordinated work of gifted individuals. It happens from a coordinated and mature practice that is integrated with the organization’s culture and design programs. It is NOT designed to teach professionals how to do UX work (we have other courses for that).



Essentials of UX

The Essentials of UX course is engineered to help move a culture toward user-centricity.

It helps governance by educating staff about the value, methods, and proper role of a mature customer-centered design practice.

The course can be offered directly but, even better, it can be customized for your organization.

Who it's for

This course is for key executives, marketing, strategy and innovation managers, product managers, and people who work with and support the User Experience (UX) team, including product designers and developers. It will give them a better understanding of their UX team's goals and methods.

Course content (timing against the video)

- › Usability is No Longer Enough (35 minutes)
 - A Ubiquitous and Persuasive World
 - Strategy and Innovation
 - Persuasion as a Differentiator
 - Global Challenges
 - A Mature UX Practice
- › UX Strategy (28 minutes)
 - Executive Intent
 - Persuasion Strategy
 - Cross-Channel Integration
- › Innovation (28 minutes)
 - Ecosystem Context
 - Opportunity Points
 - Selection of Ideas
- › Persuasion (29 minutes)
 - Analysis of Drives and Blocks
 - Persuasion Engineering Tools
 - Design for Fun
- › Global Design (23 minutes)
 - Think Globally, Lose Locally
 - Dimensions of Cultural Difference
 - Adapting Methods
- › Mature UX Practice (19 minutes)
 - A Managed, Process Driven Practice
 - Organization and Culture
 - Infrastructure
 - Certified Maturity

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Essentials of UX



Dr. Eric Schaffer, HFI's CEO, gives a presentation on user experience design

What you get

The Essentials of UX package contains six multimedia modules delivered on DVD by HFI's CEO Dr. Eric Schaffer on the fundamental principles, processes, and methods of user experience design, plus slides for each of the modules.

What it costs

The price of \$15,000 gives your organization full and perpetual license to the materials for its internal usage. Organizations will save 20% by purchasing both Essentials of Usability and Essentials of User Experience for \$24,000 (a savings of \$6,000).

For companies that do not want to purchase an ongoing license for the materials but would like a one-time on-site training, the cost is \$4,500 per Essentials Course series, plus travel.

Are there any prerequisites for learning either course?

No, however HFI recommends that purchasing companies have at least one skilled user experience practitioner available if they plan on teaching the course internally.

Will HFI teach the courses on-site?

HFI's expert UX practitioners can teach the materials on-site (about 6 hours of classroom time per Essentials course). The cost is \$2,500 per Essentials Course series, plus travel, for companies that purchase the materials. Companies who would not like to own the materials can schedule a one-time presentation at a cost of \$4,500 + travel per Essentials Course series.

How do I get more information?

Contact us at hfi@humanfactors.com, 641.472.4480, or visit our website at www.humanfactors.com/contact.asp

About Human Factors International

Human Factors International (HFI) is the world's leading strategic advisor and provider of user experience design services to private and public sectors.

