

Essentials of Usability

An Overview of Usability Imperatives and Methods

Self-Paced Training or a Train-the-Trainer Course

3 reasons why your company should have this course

1. Create a company-wide appreciation and understanding of User-Centered Design

2. Understand the process and methods behind UCD

3. Take the first step towards a process-driven design approach

What it is

The Essentials of Usability is a series of six self-paced modules that your company can buy and reuse to establish foundational knowledge about usability. To develop a corporate culture of user-centricity, your whole organization must understand the fundamentals of user-centered design.

Giving everyone in your organization a heightened awareness of usability improves collaboration and enablesthe creation of better designs. A shared understanding of usability helps align your business, user, and technical goals, which maximizesthe value delivered to the end user.

Who it's for

Essentials of Usability is like a Usability 101 course for people who work with and support the User Experience (UX) team, including designers, developers, marketers, analysts, strategy, and innovation people. It will give them a better understanding of their UX team's goals and methods. (Note This course is not a replacement for in-depth skillstraining on User-Centered Design best practices.)

Course content

- › Introduction to User-Centered Design (54 minutes)
 - Defining user-centered design
 - Measuring return on investment
 - The user-centered design process
- › User-Centered Analysis (31 minutes)
 - Developing a design strategy
 - User profiles and personas
 - Task and scenario analysis
 - Setting usability criteria
- › Structural Design (21 minutes)
 - Information architecture
 - Navigation design
 - Layout
- › Detailed Design (33 minutes)
 - Presentation
 - Content
 - Interaction



Essentials of Usability Self-Paced Course on User-Centered Design



Dr. Eric Schaffer, HFI's CEO, gives a presentation on UCD

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

Course content (continued)

- › User Validation (37 minutes)
 - Usability testing
 - Type of usability tests
 - Usability testing checklist
- › Beyond Usability (15 minutes)
 - Digital strategy
 - User experience
 - Institutionalization

What you get

The Essentials of Usability package contains six multimedia modules on DVD delivered by HFI's CEO Dr. Eric Schaffer on the fundamental principles, processes, and methods of usability, 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?

No, however HFI recommends that purchasing companies have at least one skilled usability 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.

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.

