

Improving User Experience For the Very First Time

When: June 8, 2013
Where: Harvard University, Cambridge, MA
Cost: \$179 through April 26
\$239 April 27 - May 17
\$309 May 18 - June 1
\$339 after June 1



Details and registration: www.gbcaacm.org

Speakers



Jared M. Spool is the founder of User Interface Engineering, the largest usability research organization of its kind in the world. If you've ever seen Jared speak about usability, you know that he's probably the most effective and knowledgeable communicator on the subject today. He's been working in the field of usability and design since 1978, before the term "usability" was ever associated with computers.

Jared spends his time working with the research teams at the company, helps clients understand how to solve their design problems, explains to reporters and industry analysts what the current state of design is all about, and is a top-rated speaker at more than 20 conferences every year. He is also the conference chair and keynote speaker at the annual UI Conference and Web App Masters Tour, and manages to squeeze in a fair amount of writing time.

Great Design for Competitive Edge

Many organizations are discovering that a great user experience can provide them a powerful competitive edge. A great product or service's user experience increases revenues, decreases costs, and builds long-term customer loyalty.

For these organizations, it's the first time they've made it a priority to improve the user experience of their designs. Doing this for the first time can be tricky. It involves technical, process, and cultural changes across the organization.

However, it doesn't have to be difficult. Jared will share the secrets of the most successful companies. You'll learn a surefire technique for introducing great experience design practices into any organization (even those which may resist at first).

SEMINAR TOPICS

Morning: The Strategies Behind Great UX

- Get a UX MBA by learning the fundamentals of great design strategy
- Discover how to design for the differences between activities and experience
- Uncover how the Kano Model can predict design priorities
- Learn the 3 questions that drive great teams

Afternoon: The Techniques Behind Great UX

- Learn techniques for training teams to conduct usability tests for the first time
- See how field studies can quickly reveal requirements and needs
- Discover the power of mapping the customer's journey to uncover gaps
- Explore how the KJ Analysis quickly brings teams to consensus

This activity-filled workshop will give you hands-on experience with techniques you can put to work the minute you're back in the office. You'll learn how to do these techniques yourself and how to explain them to your team. (Although, if you bring your team with you, then they'll be ready to get to work immediately.)

Who Should Attend

This seminar is designed for teams and team leaders tasked with developing and delivering new products and services.

Greatest benefits are attained if complete teams participate. Further, managers and executives who rely on new products will benefit from understanding the power of effective team innovation - and what they can do to support the critical success factors!

Why attend?

Team dynamics is difficult to learn from a book or a website. Presentations, practice, and question & answer sessions deliver faster results and deeper understanding than self study.

Collaborative Shared Understanding

For a design, it's a long journey from the first idea through the final implementation, involving many people along the way.

As we study what makes design teams successful, shared understanding keeps bubbling up to the top of our list. Teams that attain a shared understanding are far more likely to get a great design than those teams who fail to develop a common perception of the project's goals and outcome.

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