Two-Day User Experience Jumpstart Workshop

Based on *The Joy of UX*

By David S. Platt

Who Should Attend:

This class is aimed primarily at developers, designers, architects, and their managers. It also works extremely well with inter-disciplinary teams, including marketing and operations, each function providing its own perspective on the UX process.

Students Will Learn:

How to model their user population with a persona, an artificial person, which makes it easier to grasp who their users actually are.

How to interview users to understand their needs and wants, and to express these in the form of stories.

How to make low-fidelity mockups layouts of apps and websites using sketching tools

How to test low-fidelity mockups on users, and incorporate their feedback into better designs

Cost

$4500 , plus travel, for up to 15 students. Price reflects 50% summer season discount, good through Sept 1, 2016

Day 1

0. Introduction: Why Software Sucks, and Why It Doesn’t Have To, and Shouldn’t

1. Who

Lecture: The fundamental principle of all user experience design is understanding WHO the users really are – not who you wish they were or hope they’ll somehow morph into. Understanding your user population works best with an artificial person called a persona. We will study the elements of personas and how they work together.

Lab: Develop personas representing your user population. Present them to the class for critique.

2. What

Lecture: We now work on on interviewing users to determine their needs, and expressing these needs in the form of stories. We’ll study the concept of stories, the hallmarks of good ones. Even if you already use stories for development, the ones that we will generate and refine today are more detailed and user-oriented.

Lab: Quickly interview actual users or role-playing students. Select the two most important needs. Generate a story for each. Present them to the class for critique.

Day 2

3. How

Lecture: We will discuss the principles of UX sketches and prototypes, and the need for fast, cheap iteration in the early stages of the project. We’ll learn how to use the Balsamiq mock-up editor to quickly produce screens and storyboards.

Lab: Produce mock-ups sketches for the stories we did in the previous lesson. Present them to the class for critique.

4. Try It Out:

Lecture: We’d discuss the principles of usability testing, and the items that contribute to its success or failure. We’ll cover the selection of test users and the writing of test scripts, the actual test runs, and the debriefing afterwards.

Lab: We’ll set up an in-house lab and actually run a usability test on a quick prototype. Class will then critique the operation.