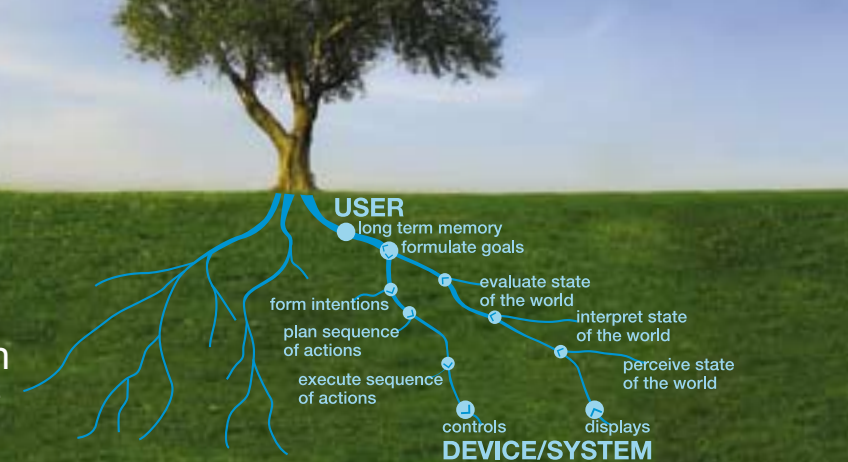


Designplus

Design about thinking

Understanding your user: usability methods in service and product design

A Brunel and WestFocus initiative



Brunel University and Designplus are pleased to offer a professional development course aimed at giving product, service and system designers an opportunity to develop skills and core capabilities in the field of user-centred design.

The Challenge

The 21st century belongs to the user – and in such a demanding marketplace, success or failure of a product or system increasingly depends on its usability. The Harvard Business Review reports that most new product failures are not through lack of technology, but because the designer has failed to understand the user's needs.

Research-based usability will help your products perform better, improving customer satisfaction, and can increase productivity.

Learn how to identify and use the appropriate tools and methods to gather relevant information for user requirements analysis.

Practise skills in applying proactive ergonomic methods for design specifications.

Usability in product, service or system design requires the application of sound design principles as well as the understanding of human performance, helping you make informed design decisions.

In this guided workshop we will explore fundamental principles of human performance, using a range of user-centred research methods, that will help equip you and your design team with skills and tools from data gathering, to analysis and application.

The Objectives

This workshop aims to enable delegates to recognise human capabilities and limitations in the context of a design process, and to implement solutions based on established ergonomics tools.

You will be able to:

- identify user requirements for technological products or systems
- translate models of human information processing into design guidelines
- apply a range of ergonomics user evaluation methods to the analysis of product or system design.

Day 1

We will discuss concepts and issues of human-centred design, in particular what it is and how it can help improve human performance, from error elimination to enhancing usability.

The “human” in human-centred design

Introduction to ergonomics and human-centred design, human performance, usability and user requirements, human-centred design process.

Contexts for design research in cognitive ergonomics

The importance of understanding automation and human error.

Talking to the user

Design research for data gathering: the ‘what’ and ‘how’ for interviews, questionnaires and observation to support your decision-making process in user-centred design.

Day 2

We will explore and apply methods and tools for best practice in human-centred design, in an interactive hands-on workshop for practical application of the tools introduced.

The foundation of ergonomic analysis

From observation and data gathering to insights: methods and tools for hierarchical task analysis.

Product and system analysis

Keystroke Level Model; Link and layout analysis.

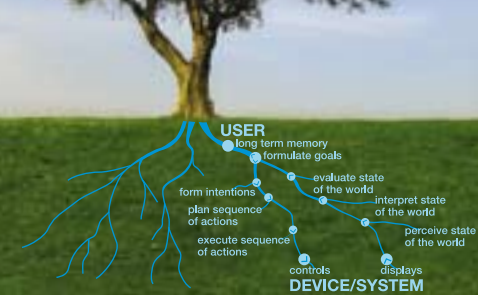
Error prediction

Systematic Human Error Reduction and Prediction Approach (SHERPA).

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Who Should Attend

This workshop is designed for practitioners in service, product, engineering, industrial and interactions design who want to understand how human performance impacts on the usability of their systems. Delegates are encouraged to bring examples of their human-centred design problems to use as practical exercises during the workshop.

The Format

The course is split over two days using a mix of conceptual and theoretical models and hands-on exercises, with an emphasis on the latter. The first day largely covers the fundamental principles, with one session devoted to methods for gathering user requirements. Day two then looks in detail at bespoke ergonomics methods for analysing data and its implications in usability of product and system design.



Course Leader

Dr Mark Young

Mark is a Senior Lecturer in the Human-Centred Design Institute at Brunel University and Programme Director for the MSc Human-Centred Design. He is a Registered Member of The Ergonomics Society, a Registered Practitioner of the Higher Education Academy, is Chair of the External Relations Committee for the

Ergonomics Society and sits on the Parliamentary Advisory Council for Transport Safety. He has published some 130 papers and book chapters, as well as an authored book on ergonomics methods.

Further Details

Venue: Brunel University, Uxbridge, Middlesex UB8 3PH

It may be possible to run this workshop at a location of your choice - please contact us for details.

Accreditation

Approved as Continuing Professional Development by the Ergonomics Society.

Course Fees:

Alumni: £175 per day = £350 +VAT
New delegates: £200 per day = £400 +VAT

Fee includes buffet lunch and excludes travel and accommodation costs.

The Economic Challenge Investment Fund (ECIF) will now fund 50% of your delegate fee, subject to certain criteria. See www.designplus.org.uk for further details.

For accommodation at Brunel visit www.brunelconferenceservices.co.uk/accommodation/

Cancellation: Delegates can cancel participation with the following terms:

One week or less prior to workshop date: no refund

One to four weeks prior to workshop date: 25% refund

More than four weeks prior to workshop date: 60% refund.

Substitutions: Substitute delegates will be accepted at no extra charge.

Registration and Payment: You will be invoiced when you register. Full payment must be received four weeks prior to the workshop.

On-demand and in-house courses:

For organisations that have particular needs, or are not based in London, we are able to offer a bespoke course, tailored to your specific aims and context, held at a venue of your choice.

For more information and booking:

www.designplus.org.uk

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