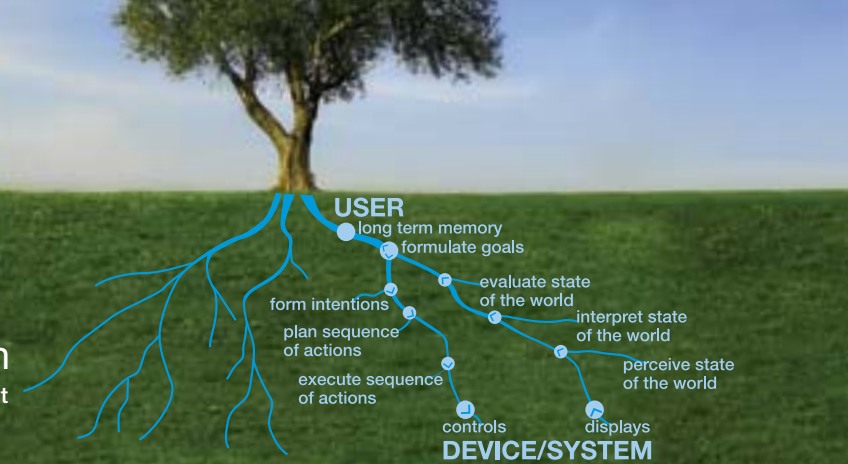


Designplus

Design about thinking

Understanding your user: usability methods in service and product design

Designplus Professional Development



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, the success or failure of a product or system increasingly depends on its usability. Today's designers need a rigorous evidence base to support design decisions and that requires knowledge of user-centred design methods.

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 and usability engineering 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 and user characteristics, helping you make informed design decisions.

In this guided workshop we will explore fundamental principles of human performance, applying 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 ergonomic and usability engineering 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 ergonomic and usability engineering 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 and human-computer interaction

The value of understanding context of use.

Know the user

The importance of understanding how user characteristics (e.g. age, gender, experience, culture, personality) can affect people's attitude and performance when using applications.

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.

Social usability

Social influences on people's attitudes towards using products and applications.

Diary studies

Development of online diary keeping for longitudinal usability evaluation of products in dynamic context of use.

Participatory design

Methods for getting user groups to put forward design ideas in the early stages of product and application development.

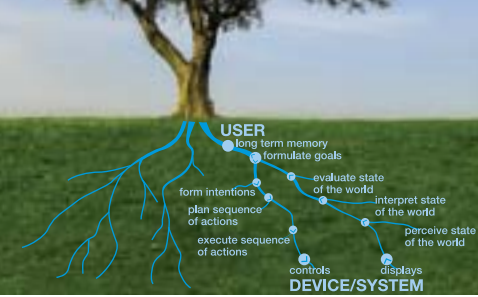
Product and system analysis

Keystroke Level Model;
Link and layout analysis.

Design about thinking

Understanding your user

Designplus Professional Development



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 Tutors

Dr Mark Young



Mark is a Senior Lecturer in the Human-Centred Design Institute at Brunel University. He is a Registered Member of the Institute of Ergonomics and Human Factors (IEHF), a Registered Practitioner of the Higher Education Academy, an editor of the journal Ergonomics, Chair of the PR & Communications Committee for the IEHF and sits on the Parliamentary Advisory

Council for Transport Safety. He has published some 170 papers and book chapters, as well as an authored book on ergonomics methods.

Dr Steve Love

Steve is a Senior Lecturer in the Human-Centred Design Institute at Brunel University. His research focuses



on using a Human-Centred Design approach to successfully address specific product/service/user experience design problems. He is an Associate Editor for the International Journal of Technology-Human

Interaction and is on the editorial board of the Mobile Communications Research Annual.

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 Institute of Ergonomics and Human Factors (IEHF).

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

hello@designplus.org.uk