

Designing Applications and Websites for Mobile Phones



HOW TO DESIGN
FOR PEOPLE ON THE MOVE

2 day course

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Human Factors
International

Designing Applications and Websites For Mobile Phones

Why take this course?

This course will provide you with the methodology, knowledge, and tools required to approach a mobile application or mobile website design project. You will learn how to develop an idea through a user-centered process, formulate a strategy for fleshing out the concept, determine the structure, create the details for the design, and validate the interface through various testing methodologies.

What you'll learn

- › How to inform your design through an understanding of the users, business, and technology.
- › How to design the structure for a mobile phone application or website.
- › The common considerations for navigation, presentation, writing, and interaction to keep in mind while detailing the design.
- › Important testing methods used for validating mobile phone interfaces.

General Course Information

What You Get

- › A comprehensive student manual
- › Quick reference job aids

Who Should Attend

Those passionate or intrigued by improving user experience, who are involved in design and development of mobile phone applications and websites. UX practitioners, marketers, and ethnographers who want to impact the way they approach the development of user interfaces for mobile phones from the perspective of user experience.

Prerequisites

There are no prerequisites to attend this course

Course Objectives

Participants will learn to:

- › Gather relevant business goals from key stakeholders
- › Leverage the capabilities of the selected mobile platform
- › Capture rich data that will enable in-depth understanding of the users and their ecosystems
- › Correlate design research, market understanding, and business goals to define design goals which form the foundation of the application development process
- › Translate design goals into the development of structure and design of the application or website
- › Validate and test the design to minimize risks and determine criteria that are important for success

“I’ve seen so many mobile applications fail because they violate the research-based recommendations from the usability engineering field. In just two days, this course will empower designers to apply the fundamentals effectively.”



Eric Schaffer, PhD, CUA, CPE
CEO and Founder

Course Outline

1 Introduction

- › What is the range of mobile devices?
- › Scope of this course
- › How do you typically approach a mobile design project?
- › How do you develop the structure?
- › How do you flesh out the details?
- › How do you typically test your design?
- › Is UCD a cost or investment?
- › What is the cost of not doing UCD?
- › What will you get from this course?
- › Introductions

2 Strategy

- › What is strategy?
- › Building a strategy
- › How to differentiate?
- › Product definition statement

3 Structural Design

- › What is structure?
- › Structural design process
- › How is structure different for mobile phones?

4 Detailed Design

- › Navigation
 - What is navigation?
 - How is navigation different for mobile phones?
 - Primary navigation systems
 - Supplementary navigation systems
 - How to combine navigation systems?
 - Principles for designing a usable navigation
- › Presentation
 - What is presentation?
 - How is presentation different for mobile phones?
 - How do we visually process interfaces?
 - Presentation principles
 - Layout, color, graphics, text
- › Writing for mobile
 - What is content?
 - How is content different for mobile phones?
 - Writing for mobile
 - Methods that facilitate scanning
- › Interaction
 - What is interaction?
 - Understanding interaction in mobile phones
 - Principles of creating a good interaction
 - Design patterns

5 Prototyping & Validation

- › What is prototyping and validation?
- › Prototyping for mobile phones
- › Testing for mobile phones

Our Guarantee of Your Satisfaction

Human Factors International, Inc. intends that all participants will benefit from the seminar. We offer the best possible training in this field. If at any time during the first day of the course a participant notifies the instructor of his or her desire to withdraw, he or she may leave and receive a full refund. There is absolutely no risk to the participants or their companies.

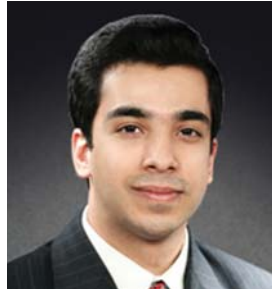
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Featured Instructors



Eric Schaffer, PhD, CUA, CPE



Amber Krishan, MFA, CUA



Mary Michaels, MBA, CUA



Noah Schaffer, PhD, CUA

A partial list of companies where we have taught Human Factors courses

- Agilent Technologies
- Airborne Express
- Ameritech
- AT&T Information Systems
- The BBC World Service
- Blue Cross/Blue Shield
- ChevronTexaco
- Cognizant Technology Solutions
- Deloitte Consulting
- dotMobi
- Ericsson Information Systems
- Ernst & Young
- FedEx
- Fidelity Investments
- General Motors
- Hewlett-Packard
- IBM
- Library of Congress
- McKesson HBOC
- MCI
- Metropolitan Life Insurance
- Motorola
- National Semiconductor
- Nextel
- Northern Telecom
- Pay Pal
- Prudential Life
- RBC Royal Bank
- SAP / SAP Norway
- Social Security Administration
- Standard Bank SA
- Vodafone
- Wipro technologies

Onsite Training

If you have a group of people who would like to attend this course, please contact us to discuss having a private course at your company or hosting a public course.

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