



User Centered Design workshop

User research

- Interviews & Observations
- Artefacts
- Group sessions
- Affinity diagram/Mental model
- Persona development
- Scenarios
- Content/Product analyses
- Brainstorming & Concept prioritisation

Day one

Design phase

- GOMS calculations
- Interaction design & Navigation systems
- Interface design & Gestalt principles

Validation phase

- Usability rules
- Approach usability test & Paper prototype
- Analyses of test results

Day two

Why participate

This introductory workshop is for anyone dealing with users, customers, design, interfaces, interaction, marketing or communication.

Type of teaching

Besides the presentation there will be joint training assignments.

Duration

Two days (or four mornings/afternoons).

Literature

During the course materials will be presented and referred to relevant literature.