Usability Testing: Methodology and Practice
Tuesday, June 23rd through Thursday, June 25th
8:30 am – 4:30 p.m.

Class Overview
In this 3-day class, you will not only learn about usability testing, you will do it! When the class is complete, you will go back to work with the knowledge of how to do usability tests and the experience of already having done the tests.

Class Structure
• Learn: There will be an explanation of a topic (for example paper prototype test).
• Discuss: Then the class will discuss the topic regarding past experience, methods, company requirements and alternatives.
• Do: Next, the class will complete the activity or artifact for the topic (prepare a paper prototype test and run it).
• Discuss: Finally, we will discuss what happened, pointing out how we could have improved and highlighting the areas where we excelled.

What Will Be Covered?
Attendees will:
• Gain an understanding of the different types of usability tests that can be done on applications and web sites.
• Understand when and why to use specific tests.
• Have the experience of designing and running the various tests so that they can hit the ground running when they return to their company.
• Gain an understanding of the process of creating and running a usability test, whether it is a simple paper prototype test or a formal in-lab usability test.

Who Should Attend?
• Usability Specialists – You want a comprehensive introduction into how and when to do usability tests or you want to expand your current knowledge and experience with usability testing.
• Product/Project Managers - You want to find out if your product or site is ready for release (and if not, why not).
• Designers - You’re a designer who wants to add testing to your toolkit of activities to help increase the usability of your product
• Interface Designers - You’re interested in incorporating usability testing or getting sign-on from company managers for it.
• Testing Managers - You oversee the testing of products at your company and understand that usability testing is important to the release-ability of your product.

Your Instructor
Ron Sova is a certified usability specialist and has 15 years of experience in usability engineering.
• Ron specializes in usability testing, information design, information visualization, and interaction design.
• He also has extensive experience in the areas of contextual inquiry, prototype testing and evaluation.
• Ron has developed and taught classes in GUI & Application Design, Prototype & Usability Testing, Storyboarding and Graphic Design Tools & Methods.

Enrollment Fee
Only $1150 per person … includes refreshments and class materials!

Register Today!
Deadline is June 15, 2009!

Maximum class size is limited to 16 attendees.

To register, go to www.smart-solutions.com/training.php or call Smart Solutions at 608-204-9299.