

The Introduction to Usability Training course is designed to help you learn the tools and techniques needed to develop intuitive products and websites for your end users.

The training course uses interactive materials and examples to introduce key concepts of usability, give insight into converting website visitors into paying customers, minimise the likes of Call Centre costs, and help you avoid common design mistakes.



Who is the course for?

- User interface designers
- Developers/programmers
- Business analysts
- Marketing staff
- Communications staff

Dates & Location

Melbourne

Tuesday, 24 August, 2010
9am-5pm

119 Ferrars Street
South Melbourne 3205, Victoria

Sydney

Wednesday, 8 September, 2010
9am-5pm

Level 1, 26-28 Wentworth Ave
Surry Hills 2010, NSW

Morning tea, lunch and afternoon tea is provided.

Costs

\$770 inc GST
(15% discount applies for each subsequent attendee from the same organisation)

Registration

Register by:

Emailing email@UsabilityOne.com

Phoning 1300 783 103

Faxing the attached form to
(03) 9684 3434

Course Content

The training course is designed to give you a comprehensive overview of the following topics:

Usability Principles

- Background to usability
- Principles for good user interface design

Information Architecture (IA)

- Simplifying navigation
- Maintaining a usable navigation structure

Content Writing

- Best practice writing styles
- Reducing word count
- Effective heading structures

Accessibility

- Rectifying common accessibility issues
- Focus on the latest WCAG 2.0 guidelines
- Hands on accessibility activity

Multimedia

- Usable Image and Video

Forms

- Converting manual paper based processes online

Other Items

- Redeveloping your website: the best approach
- Usability evaluation techniques
- Website analytics/ Optimisation

Our Clients



Outcomes of Course

By the end of the course, attendees will:

- Have a comprehensive understanding of usability principles
- Be able to better develop products with a user focus
- Help make products/websites more successful
- Understand best practice usability for web development

Your Trainers

UsabilityOne staff boast a diverse set of skills including: usability research, market research and web analytics.

Our experience in improving websites and interactive systems ensures that your learning experience will be underpinned by practical case studies and examples.

The trainers have a combination of both academic and commercial training experience and are quite

Optional Workshop

Running in-house usability tests

- Practical hands on workshop
- Covering recruitment, setup, moderation and presenting findings to stakeholders

Melbourne & Sydney

August 2010

9:00am - 12:30pm

Cost - \$450.00



Introduction to Usability

Course registration form

Please complete the form below and return it to UsabilityOne at:

Email : email@UsabilityOne.com

Fax: (03) 9684 3434

Address: 119 Ferrars Street, South Melbourne 3205, Victoria

Enquiries: Phone 1300 783 103

Invoice contact or approving manager details:

Name: _____

Organisation: _____

Address: _____

_____ Postcode: _____

Email: _____

Phone: _____

Participant details:

Attendee name: _____

Job role: _____

Email: _____

Phone: _____

15% discount applies for each subsequent attendee from the same organisation

Session:
(please tick)

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Payment process

An email will be sent to you confirming your registration (subject to availability) along with a tax invoice containing payment instructions.

Please note we do not accept Credit Card payments.

Classes will only be run with a minimum of 4 or maximum of 8 participants.

www.UsabilityOne.com