How to Support Institutionalization of a Mature UX Practice

Continue the journey...
MOVE BEYOND AN AD-HOC UCD APPROACH
TO A SUSTAINED AND MANAGED UX PRACTICE

2 day course

Human Factors International

www.humanfactors.com

How to Support Institutionalization
of a Mature UX Practice

Why take this course?

Institutionalization (I-19) of usability is a must if you want to move your organization beyond an ad-hoc user-centered design approach to a sustained and managed user experience (UX) practice. Make the real competitive difference. Make UX intelligence and practice a key part of your strategic business decisions.

What you'll learn

› Understand the global shift to industrial strength UX
› Help lead your UX practice to higher levels of maturity
› Understand the difference between doing piecemeal and mature UX work
› Build a roadmap to success
› Gain the knowledge to introduce methods and tools for an institutionalized approach to usability
› Understand the organizational issues that are core to a sustainable UX operation

Prerequisites

Desire to contribute and support institutionalization of a mature UX practice in your organization.

Who should attend

This course is recommended for UX professionals who would like to improve the maturity of their UX operations/practice. It is also useful for executives and managers who would like context for management and enhancement of a UX team.

What you get

› A comprehensive student manual
› Workbook and resource guide including:
  • Course exercise
  • Glossary

Format

This is a two-day instructor-led course. There will be extensive discussion and interactive work involved.

Limited Time Offer:

Class attendees who submit their organization for its first certification, within 3 months of this training, will get a 10% discount on their certification fee. This is a $879 savings off the regular price of $8,795.

(YES, we do think after this course your application will take a lot less time for us to evaluate.)

Course Objectives
At the end of this class you should be able to...

› Identify the advantages of being in a mature user experience operation

› Assess the maturity of your organization and recommend the key next steps to increase its maturity.

› Outline the key strategies for major transformation and the complementary roles of an external executive advisor and an internal advocate.

› Understand how you must operate differently to be a part of a mature process.

› Manage key challenges with...
   a. Executive championship
   b. Governance
   c. Reorganization
   d. Cultural change
   e. Organizational structure
   f. Staffing
   g. Training and certification of staff
   h. Methods
   i. Templates and tools
   j. Standards
   k. Knowledge management
   l. Central UX group responsibilities

› Submit an application to certify your usability practice

"With the recognition of the ROI of UX design, organizations are driving toward industrial strength competency. You need to help your organization on the road to a mature practice, and you need to prepare yourself for the very different working style of a serious UX team."

Eric Schaffer,
PhD, CUA, CXA, CPE
CEO and Founder

Course Outline

The Institutionalization Quest

1 Working in a Level V Practice
The realities of working in a mature UX practice. Is it boring? Is it powerful? Is there a role for creativity and personal excellence? Is it competitive?

2 About the Journey
What are the key success elements in a journey toward maturity? What is the role of an executive advisor and an institutionalization specialist?

3 Organic Won't Work
Learn the pitfalls of trying to institutionalize based on organic enhancements, aggressive staff hiring, and widespread training,

4 The Value of Assessment and Certification
Learn about our surprising experience with certification. Why do companies most want to seek certification?

In the People Side the Trouble Lies

5 Executive Championship
Today most executives understand that UX is a key capability. But they may have misconceptions that are like terminal diseases for your institutionalization effort. A dozen common diseases which can stop your UX program code, along with our best medication plan.

6 Governance
While executives may understand, there is rarely a good scheme to manage the UX work. How are decisions made? Who owns the user experience? What are the metrics and responsibilities?

7 Culture
How you can understand the soul of your organization and shift it to a user centric focus. Ensure acceptance of the UX role throughout the development lifecycle.

8 Organizational Structure
The perennial question of centralized vs. decentralized operations is pretty simple. But it is more involved to have the right placement within your organization, and have the right roles within the organization.

9 Staffing
With the extreme shortage of qualified UX staff, the staffing solution is generally a complex optimization. Operations that have tried to offshore or even outsource their whole UX effort have generally failed. But how can we find the optimal mix of staff, vendors, and global resources?

10 Training and Certification
Understand the types of training and staff certification that is needed to ensure serious mature capabilities in the UX field.

We Build the Machine

11 Enterprise Software
The UX Enterprise™ model uses a large scale application to create a leveraged machine. This new model of UX will increase reuse and eliminate re-researching.

12 Methods
Are a defined set of methods even possible in the UX field? (Yes). Why should methods be documented? What is the structure of a good UX methodology?

13 Tools and Templates

Do templates destroy creativity? What are the range of tools and templates? How can these be organized?

14 Standard Projects

Once there are standard methods, and standard templates, it makes sense to have standard projects, right?

15 UI Standards

We've been developing customized standards since 1982 and after around 400 programs we would like to share some thoughts on the types of standards that work, and the determinants of successful adoption.

16 Knowledge Management and the UXE Model

A clear mark of a mature UX organization is the ability to have a persistent, growing, and shared model of the user ecosystems. How can this be managed and linked?

17 Facilities

In the UX field the physical facilities are a bit boring. But we will cover modular high fidelity simulation labs, eye tracking rigs, and live office testing. Understand the special risks of participant acquisition in emerging markets.

In the End It's About You

18 Your Assessment

You will grade the maturity of your usability practice using the same criteria HFI uses to certify a practice in usability.

19 Your Next Best Action

Based on the entire course material you will recommend the best possible short term roadmap for your organization in order to efficiently move forward.

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.

Register now!

www.humanfactors.com/training

Certification

Advantages of HFI Certification
› Get certified by the world's leading user-centered design firm and become a recognized UX authority
› Help your company increase user satisfaction in products and services
› Join CUA Central – exclusive online community for CUAs and CXAs
› Achieve growth and progress in your career path

HFI offers two kinds of certification, each requiring an examination to demonstrate mastery. Moreover, HFI offers optional courses to help you prepare for each exam.

CUA Certification
Become a Certified Usability Analyst™ (CUA) with HFI's certification program. CUAs must pass an examination demonstrating their mastery in all key areas of interface usability. This certification is supported by the following courses:

Course 1. User Experience (UX) Foundations
Course 2. User-Centered Analysis and Conceptual Design
Course 3. The Science and Art of Effective Web and Application Design
Course 4. Practical Usability Testing

CXA Certification
The Certified User Experience Analyst™ (CXA) certification indicates advanced skills in persuasion, innovation, strategy, and institutionalization of UX. CUA certification is required to take the CXA exam. This certification is supported by the following courses:

Course 1. How to Design for Persuasion, Emotion, and Trust (PET design™)
Course 2. The PET Architect
Course 3. Omni-Channel UX Strategy and Innovation: An Ecosystem & Future Modeling Approach
Course 4. How to Support Institutionalization of a Mature UX Practice

"The certification served as a reinforcement for what I'm doing, so I am more confident in presenting a concept or design."

Jim O'Brien —
Senior Interaction Designer
AutoTrader.com

"The training was great, very effective. Now, having been tested and certified by HFI, I have more confidence in addressing usability challenges."

Chow Sok Mui Murie —
Senior Creative Consultant
NCS, Singapore

For more information:
www.humanfactors.com/certification

Featured Instructors

Noah Schaffer
Executive User Experience
Strategist
PhD, CUA, CXA

Hitesh Agrawal
Executive Vice President,
APAC & Africa
MS, CUA, CXA

David Bell
User Experience Strategist
BSc, MSc, CUA

Saurabh Gupta
Managing Director,
India & Middle East
B.Arch, M.Des, CUA, CXA

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

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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