[w]orkshop

User-friendly interfaces

How to design interfaces easy to use?

In this practical training, during discussions, group exercises, in pairs, and individually, participants evaluate the usability of existing interfaces and design new solutions. The training conveys basic terms from the field of HCI (Human-Computer Interaction), principles, rules, and best practices used in designing useful interfaces. Over 100 examples of UI from web, mobile, desktop, and other user interfaces are discussed during the training. All the substantive knowledge is based on usability testing results and scientific research, as well as the trainers' unique professional practice spanning over 15 years.

After the workshop, the participants will:

- suggest solutions in accordance with selected usability heuristics
- learn to prevent typical usability errors
- design a user-friendly form with validation
- minimize the number of errors made by users in forms
- check the readability of texts
- improve error messages to make them understandable for everyone
- effectively apply tricks to direct user attention
- group elements together in the interface to reduce cognitive effort for users
- use icons in a useful way that enhances interaction
- verify designs and solutions with expert inspection methods
- be able to conduct their own usability audits

Trainer

Iga Mościchowska

For over a dozen years, she has promoted the idea of user-centered design. She is a designer, researcher, and facilitator, as well as the founder of the postgraduate studies in UX & Product Design at AGH, and the co-author of the bestselling textbook "Research as the Basis of User Experience Design." Over the years, she has run a design and research studio working for clients such as eBay, Canal+, and KGHM. Her experience was recognized by Google, which invited her to be a mentor in the Google for Startup Accelerator program.

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Training program

Duration: 2 days (on-site training)

Day 1.
- In the maze of terms: usability, accessibility and user experience
- Nielsen's 10 usability heuristics with real examples
- Selected design principles (including Fitts's Law, Hick's Law, and banner blindness)
- Affordances
- Usability of forms
- Usability rules in complex web form design
- Why is dynamic validation important?

Day 2.
- Application of Gestalt principles in interface design
- What is most important in icons: appearance, style, label, or location?
- Readability of textual content and typography
- Useful error messages
- Tools for assessing the readability of textual content
- Testing the usability of interfaces with users?
- Usability audits: cognitive walkthrough, heuristic evaluation, checklists

Who is it for?

- UI and graphic designers - will learn how to ensure usability in the visual layer of an interface.
- UX designers - will learn about research findings and arguments that support specific interface solutions.
- Software developers - will learn about usability mistakes to avoid when implementing digital products.
- Business analysts - will learn fundamental design principles to build easy-to-use products.

Contact us!

contact@ationcenter.com   +48 608 689 510