

## Hands-on Workshop – Fundamentals of Usability Testing and UX Research

### Boost Your Team's Skill in User Experience (UX) Research and Usability Testing

Want to learn how to execute usability projects with confidence? This is the workshop for you!

Discover a practical approach for evaluating the usability for products and services. Apply the techniques you learn to any interactive product – web-based, mobile, physical, wearable or smart home.

We will adapt the workshop to your team's specific needs using your product as the workshop's case study. By the end of the training your team will have a solid grasp of how to design, moderate and report on a usability study.

#### Learn best practices for

- pinpointing the areas of your product that confuse and frustrate people
- identifying and recruiting the “right” people who can give you practical feedback
- designing a study so it produces defensible and actionable usability results
- creating an effective task list that explores key aspects of a design
- effective moderating to keep the session on target while eliciting the best feedback from each participant
- integrating other research techniques such as surveys and card sorts into your usability testing
- asking “why” in a neutral way without negative consequences
- discovering and understanding customer needs
- working with your team to reach consensus and prioritize usability issues
- reporting on results so that you meet the needs of all stakeholders

#### All of our workshops include

- a planning session to discuss educational objectives and how the training can be customized to meet them
- 14 hours of live training, delivered either in person or remotely for up to 10 students
- hands-on practice via mock usability studies (using internal employees or outside participants) \*
- a workbook for each student containing all content from the workshop plus supplementary materials
- bibliography and references to free learning resources so students can continue learning on their own
- 30 days of instructor's availability to answer follow-up questions by phone or e-mail

**Regular price \$6,000**

**Cost to eligible Massachusetts employers \$3,000**

#### About the Massachusetts Workforce Development Program

This class has been approved by the Massachusetts Department of Workforce Development as an “Express Course”. This means that the state will cover half the cost of the class for eligible Massachusetts companies with fewer than 100 employees. The money comes from the state's Workforce Development Fund; whose mission is to build a thriving economy through worker training.

\*Outside participant recruiting fees for the mock usability studies are priced separately.

**For more information**, please contact Kay Corry Aubrey: phone 781-275-3020, e-mail [Kay@UsabilityResources.net](mailto:Kay@UsabilityResources.net)

## ABOUT YOUR TRAINER



**Kay Corry Aubrey** has over 25 years' experience as a consultant, trainer and expert in usability research and user interface design. As founder of Usability Resources Inc of Bedford, MA, Kay has helped organizations maximize their competitiveness through optimizing of the usability of their products. She is a feature editor for the QRCA VIEWS Magazine and a lecturer in usability and design at Northeastern University. Kay is a RIVA-certified Master Moderator and Trainer.

Kay has a Master's degree in Information Systems from Northeastern University's School of Industrial Engineering, a Masters in Social Work from Boston University, and a BA from McGill University in Montreal. She speaks locally and throughout the United States on UX-oriented qualitative research techniques. Please visit [www.UsabilityResources.net](http://www.UsabilityResources.net) for more information.

## Testimonials from past students

- *"I learned about something almost completely new in a very engaging and comprehensive way...instructor is obviously an expert and is able to convey her expertise very effectively."*
- *"For the time allotted, I believe I gained a large set of baseline tools to use in my future usability test. Ms. Aubrey answered all the questions I had regarding unique circumstances that I will encounter in the future."*
- *"Very well thought out/taught and extremely easy to understand and comprehensive. The instructor was very knowledgeable and friendly."*
- *"Good content, engaging trainer, hands on practice"*
- *"The whole class had value for me. From the Q&A portion to the demonstration, I have gained valuable experience to use my career"*
- *"This was a great course, very glad I could attend and I learned a lot that will be very helpful for my work."*

## Organizations which have benefited from this course

Abt Associates	Columbia University Libraries	Intuitive Robotics
American Express	Concord Consortium	Massachusetts Medical Society
Broad Institute	Georgia Pacific Innovation Institute	RIVA Training Institute

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PLEASE CONTACT US FOR MORE INFORMATION OR TO DISCUSS A PROJECT

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**Usability Resources Inc is WBE/DBE/WOSB certified by Massachusetts and the Small Business Association**