

# Quality assurance through usability in the software development life cycle

Good software quality is not only achieved by functionality and innovation. The integration of usability and user experience design in the product development process is the long-term success factor in today's market.

In our seminar, we teach you the basics of the user centred design approach. This is a methodology which helps guarantee that your software product will be usable.

You will learn the theory and basic principles of user friendly design. In addition we will show you several usability tools and techniques which will ease the conception and design of interfaces.

With concrete examples, the presentation of newest research results, and the discussion of your software product, the seminar topics will relate theory to practical experience. You will be able to discuss the material covered within the team and with an expert in numerous exercises.

At the end of the seminar you will see your and your competitor's products with different eyes, and you will be able to consider client needs from a better informed perspective.

# Trainers and dates



**Vera Brannen** is managing director of Brannen Usable Brands. She is an active member of the Usability Professionals' Association. In 2006/07 she was vice president of the German Chapter. With her lively and practice-oriented approach Vera communicates the topics in a comprehensible and effective manner. Profit from her thorough practical knowledge gained through 10 years of successful client projects.



**Helma Töpfer** is founder of slash/work and has been working for 10 years in the fields of software applications, technical products, and interactive media. She is an active member of the Usability Professionals' Association and has profound knowledge and experience in the implementation of theoretical concepts in practice. She is currently teaching a course on "Ergonomics and Interaction Design" at the Hochschule Coburg.

## Who should attend?

Everybody who is involved in designing software interfaces:  
Project managers, software developers, programmers, web publishers, graphic designers

**Prerequisites:** None

**Methods:** Presentation, discussion and practical exercises

**Duration:** 2 Days

## Dates

**21 and 22 September 2009**, IHK - Frankfurt am Main, Germany.  
Seminars in Zürich, Switzerland will be announced shortly.

## Costs

The two-day seminar costs 890.00 € incl. VAT with a maximum of 12 participants. Businesses receive a 10% discount for the second participant and a 20% discount for four participants or more.  
Seminar materials, refreshments and lunch are included.

## Why you should attend the seminar

Perhaps you think you can't leave your current project for two days because your next release is already delayed. But that is exactly why you should attend this seminar. Bug fixes and software enhancements, which are often necessary due to lacking up-front usability testing, are the last thing you need now. You'd also like to avoid damages or losses for your customers caused by the improper use of the product. Learn from insiders such as Helma Töpfer and Vera Brannen how you can develop your software even more efficiently and client-oriented to avoid these common project pitfalls and more.

## Registration

Please send an e-mail to [training@usablebrands.de](mailto:training@usablebrands.de) including the seminar date and location as well as your billing address.

# Detailed seminar agenda

## 1. The user-centred design process:

### Quality assurance in the software development life cycle

- Introduction to the user-centred development process (ISO DIN EN 13407)
- Understanding of context, task, user and surroundings within the iterative phase model
- The user-centred design process as part of the software development process – how can the two be combined?
- Classical ergonomics versus software ergonomics
- Ergonomics of different types of applications: functional / content / design

## 2. Usability and user experience: Methods and tools

### A) Theory

- What is usability with respect to ergonomics?
- How can quality be measured with the help of usability?
- Guidelines and norms (esp. ISO 9241-11, ISO 9241-110)
- Definition of user experience based on ISO 9241 210

### B) Practical Application

- Usability testing methods (review, user test, interview)
- Identification of the use of context
- Specification and documentation of user requirements
- Alignment of user requirements and software concept
- Interaction design: design recommendations for the overall interaction, user guidance, menu design, forms
- Visualising concepts and flows (wireframes, user flows, functional specifications)
- Prototyping
- Card sorting

## 3. Visualisation for a good user experience

- Design concept: Analysis of target group and requirements
- Functionality and atmosphere
- Cognitive psychology: form, colour, surface and appearance
- Presentation of information, icons, buttons
- Patterns of interaction (UI patterns)
- Creativity and drafting techniques
- Style guides

In addition to the ISO norms, references in the seminar are also based on the “*DATech Leitfaden Usability*” and the “*Curriculum Mensch & Computer*”.