

Weinschenk Institute

Course Catalog

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WEINSCHENK INSTITUTE, LLC

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About The Weinschenk Institute

Weinschenk Institute, LLC teaches and advises companies and organizations on how to apply psychology to understand, predict, and control behavior. Our clients include Fortune 1000 companies, start-ups, non-profit agencies, educational institutions.

Our areas of expertise for consulting, teaching, and mentoring concentrate on psychology, engagement design, persuasion design, presentations, and usability and the user experience. Our work includes applying psychology to the design of websites, software, medical devices, tv ads, physical devices, experiences, and physical spaces.

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About Susan Weinschenk

Susan Weinschenk is the founder and principal of the Weinschenk Institute. She has a Ph.D. and over 30 years as a behavioral psychologist. She applies research in psychology to predict, understand, and explain what motivates people and how they behave. Her clients call her “The Brain Lady” because she reads and write about how the brain works. Dr. Weinschenk writes a popular blog: www.theteamw.com/blog, is a regular blogger with Psychology Today (Brain Wise: Work better, work smarter), and is an international keynote speaker.

Dr. Weinschenk is the author of several books, including *How to Get People To Do Stuff*, *100 Things Every Presenter Needs To Know About People*, *100 Things Every Designer Needs To Know About People*, and *Neuro Web Design: What makes them click?*

Dr. Weinschenk has created all the courses in our curriculum offering.

About Our Courses

The Weinschenk Institute offers courses in psychology and neuroscience for people who need to understand how people tick. Students in our courses include designers, salespeople, marketing professionals, lawyers, and teachers.

Courses are available in the following formats:

- In-person keynotes and workshops (from 45 minutes to 2 days)

- Online courses (courses meet once a week for 1 to 6 weeks)

- Online video courses (through Udemy.com)

- Course materials you can license and teach yourself in-house

We can also customize a course, or combine courses together for your particular audience.

Designing For Engagement

We think that people are logical and rational, and that their decisions are made by careful thinking. But the reality is that most decisions are made in a largely unconscious way. Recent research in neuroscience and the brain provides insights into how people think, how people decide, and what motivates people to take action. Whether you want to create an engaging website, software, game, or app, you need to know how to apply the latest research in neuroscience to your design projects.

Here are some of the things you will learn:

- The 7 motivational drivers of human behavior
- How to implement the drivers in your design
- How to evaluate a product for engagement
- What engagement strategies to apply to a particular product and audience
- Recent research in psychology and neuroscience that apply to engagement

How to Get People To Do Stuff

We all want people to do stuff. Whether you want your customers to buy from you, vendors to give you a good deal, your employees to take more initiative, or your spouse to make dinner—a large amount of everyday is about getting the people around you to do stuff. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and brain science to motivate people to do the stuff you want them to do - even getting people to want to do the stuff you want them to do.

Here are some of the things you will learn:

- the 7 drives that motivate people: Mastery, The Need To Belong, The Power of Stories, Carrots & Sticks, Instincts, Habits, and Tricks Of The Mind.
- how regret and the number of choices interact
- how to give a reward so that it is effective
when to give feedback and when not to
- how the mention of money changes how people behave

What Every Designer Needs To Know About People

If you want to design products (websites, web apps, ipad apps, software) that that are intuitive, easy to use, and engaging, then you need to know about people and how they respond to technology.

Here are some of the things you will learn:

- How people see
- The importance of peripheral vision
- How people read
- How people make decisions
- How to make trade-offs in human factors loads
- How people think
- Generational differences in technology expectations

How to Craft & Deliver Persuasive & Powerful Presentations

Whether you are presenting your design ideas to your team, or making recommendations to a client, being able to make a persuasive and skillful presentation is critical to your own professional growth and to the success of your work. Whether you are an experienced polished presenter, or someone who avoids speaking to a group, you can improve your ability to make an effective and persuasive presentation.

Here are some of the things you will learn:

- How to evaluate your own presentation effectiveness
- The magic formula for structuring your presentation
- How to grab the audience from the start
- What to do and not to do with your hands, arms, stance, and eye contact
- How to decide on visuals and slides
- How to craft a call to action

How to Develop and Document Personas

If you want to design a website, application, or product that is usable and engaging then you need to know who you are designing for. Although demographic information can be helpful, it isn't enough to know only basic information such as age, length of experience, job function and so on. If you are going to design a usable and engaging product you need to know how many different user and audience groups you are designing for and what are the critical differences among them.

Here are some of the things you will learn:

- how to decide what type of information to include in your persona based on your project
- how to collect data for your personas
- how to validate your assumptions
- how many personas you should have
- the different between personas and user profiles
- how to document, disseminate and use the personas you create

How to Develop and Document Scenarios/User Stories

In order to develop products that fit the people who have to use them, and to “get it right” the first time, you need to decide on and document the scenarios or use, or user stories. What is it that the people will be doing with the software/app/device? What are the different ways that they want to use it? In what contexts? And what are the different ways you want them to use it.

Here are some of the things you will learn:

- how to decide on the most important scenarios and user stories to document
- how many scenarios you should have
- how to document the scenarios
- the difference between a scenario and a task analysis
- the difference between a scenario/user story and “use case” scenarios
- how to use the scenarios and user stories you create

How to Develop and Document a Task Analysis

High level design is a good thing, but ultimately the true usability of a product is revealed at a detailed level. You can't design a form, page, product, or app unless you know the details of how a particular task needs to be performed and how the user wants to do the task. A task analysis is critical if you want to design a product, software, or application that is easy to use. You need to decide, at a detailed level, exactly what it is that people will be doing at any point in using your product.

Here are some of the things you will learn:

- what is a task analysis
- how a task analysis is similar to and different from a scenario/user story, or a "use case" scenario
- how to decide on the most important tasks to document
- how many task analyses you should have
- different ways to document a task analysis
- how to validate your task analyses
- how to use the task analyses you create

Secrets of Intuitive & Usable Design: How to Design a Conceptual Model

If you want to design a usable and intuitive website or application then you have to purposely and intentionally design the conceptual model of the user interface. Before you design screens or pages you have to figure out an overall conceptual model first, and then use that model to make decisions about the flow of screens, what goes on a particular screen and what the users will be looking at when. Designing a conceptual model isn't a mysterious creative process. In this session you will learn a straightforward and powerful process you can use to design a conceptual model that is intuitive and usable.

Here are some of the things you will learn:

- what is a conceptual model
- how a conceptual model is different from a user's mental model
- how to decide on objects, views, metaphors, actions, and attributes
- how to create a screen flow diagram from the conceptual model

How to Plan & Conduct User Testing

User testing is the de facto method of testing your prototypes or final product, app, or software designs. If you want to implement a product that is successful and accepted by your audience, then you need to do user testing.

Here are some of the things you will learn:

- different types of user testing, including, in –person, remote, formal, and informal
- how user testing is different from walkthroughs or focus groups
- how to decide on the number of users you need to test
- how to plan a user test
- who to recruit
- how to create a user testing scenario
- how to create a user testing plan
- how to conduct the test
- tools for conducting in-person and remote tests
- how to analyze and present your testing data

What’s My Score?: How To Evaluate The User Experience

How do you evaluate the usability or user experience of an existing product? How do you compare products? You don’t have to guess at whether a product is usable. You can decide ahead of time on your criteria and then use that criteria to create a UX scorecard.

Here are some of the things you will learn:

- User experience and usability heuristics that you should use to evaluate a product
- How to decide which heuristics are right for your product
- How to evaluate navigation, layout, interaction and more
- How to use a scorecard to document your evaluation
- How to use a scorecard to benchmark over time or benchmark between products

Note: This course includes use of a UX scorecard that you can keep

Storyboarding and Prototyping The User Experience

It's easy to get caught up in the tools you are using and jump to writing code. But if you do then you lose the opportunity to collaborate and design. You also tend to iterate less. In this course you will learn how to storyboard and sketch critical user interface ideas and elements before you start your prototyping. You will also learn how to prototype for purposes of refining the user experience.

Here are some of the things you will learn:

- What is a storyboard and why is it so important in creating a usable experience
- Who should be involved in the storyboarding process
- What you need to know before you start storyboarding
- How to conduct a storyboard session
- How to document a storyboard
- How to use your storyboard in the rest of your design process
- What is a UI prototype
- How a UI prototype is different from other types of prototypes

Essential Principles of Usability and User Experience Design

If you want to design products (websites, web apps, ipad apps, software) that that are intuitive, easy to use, and engaging, then you need to know the essential principles of usability and user experience design. In this session we'll cover the most important principles, and back them up with research and examples.

Here are some of the things you will learn:

- When to design a dense screen and when not to
- How to group information effectively
- Principles of color and layout
- How to design an effective form
- Choosing the right interaction tool
- How to order information on a screen
- Why it's not about clicks
- How to prevent people from making mistakes
- How to deal with errors when they occur

The What, Why, and How of User-Centered Design

Whether you are a new User-Centered Design practitioner, a Project Manager, IT Manager, Business Analyst, or someone else who needs to work with a User-Centered Design practitioner, you need to understand the essentials of User-Centered design. But what is a user-centered design process, how do you follow it, and how do you know if it is worth it. This course answers these questions.

Here are some of the things you will learn:

- What does it mean to follow a user-centered design process
- Will I have to add time and budget to my project if I want to “do” a user-centered design process.
- Who should be involved?
- How long will it take?
- How to calculate the return on investment of doing user-centered design for a particular project
- Can I follow a user-centered design process if I am using an Agile process?
- What steps are critical. What can I leave out?

How To Successfully Implement User-Centered Design In An Organization

When you embrace user-centered design and focus on the user experience of your products and services, you see improvements in user/audience satisfaction, a reduction in errors, and less re-work of the technology you employ. These are some of the many benefits of implementing user-centered design.

But implementing user-centered design requires your organization to change the way they think about, develop, and deploy technology. Change isn't always smooth or easy. For some organizations this change progresses without too many fits and starts. For others it is a long struggle, and some even fail.

Learn from our experiences of over 30 years consulting with Fortune 1000, educational and government institutions.

Here are some of the things you will learn:

- The 7 success factors that make an organization succeed at improving the user experience
- What it means to have a mature User Experience practice
- Who should be involved in the user experience efforts
- Where should user experience be in the organization
- What do you need to do to get user experience going
- What do you need to do to get user experience to grow and stick

The Secrets of Successful Consulting

You may not think of yourself as a consultant, but if you work on projects, or give recommendations, then you are a consultant. Even if you work inside a large company, you are essentially a consultant. Being a successful consultant, whether internally or externally, requires special skills and knowledge. In this 1.5 seminar you will learn the critical secrets of consulting that can mean the difference between successful projects and disasters.

Here are some of the things you will learn:

- Dangerous project assumptions at the beginning, middle, and end of projects and how to avoid them
- How to know when a project is in trouble
- How to get a project back on track when it is off the rails
- How to deal with “warring” factions
- The hidden questions that left un-asked will sabotage your project