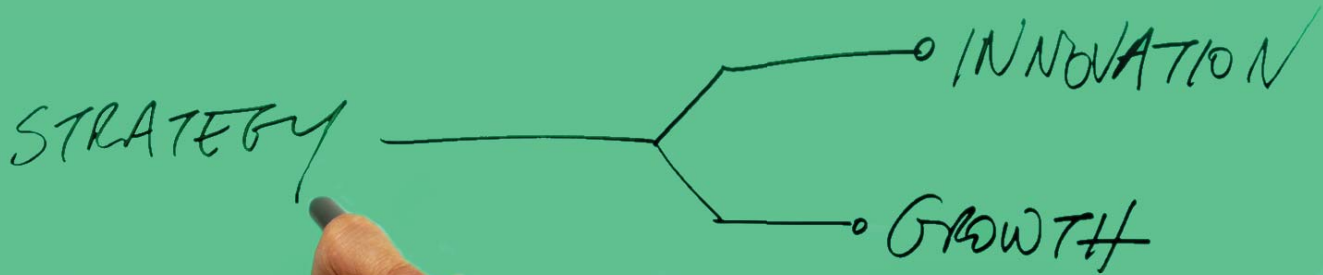


# How to Design for the Big User-Centric Innovation and Strategy



TARGET MARKET

GROWTH %

BRINGING THE UX PERSPECTIVE TO STRATEGIC AND INNOVATIVE PROJECTS

**3** day course

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**Human Factors**  
International

# How to Design for the Big

## User-Centric Innovation and Strategy

### Why take this course?

This course will empower you to contribute to your organization's strategic planning and thinking on user-centric strategies and product innovation. You will learn how to lead and direct research for the development of new products, services, and business ideas. And you will see how to maximize your ROI on innovation work with a clear understanding of what it takes to launch successful products in the market.

### What you'll learn

- › The skills and knowledge to bring the UX perspective to strategic and innovative projects
- › How to understand and take advantage of corporate and user ecosystems
- › How to bring innovation ideas to fruition
- › How to optimize design from the perspective of strategy and innovation
- › How to add the UX model to business strategy
- › How social trends impact design and interaction

### General Course Information

#### What You Get

- › A comprehensive student manual
- › Quick reference job aids

#### Format

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

#### Who Should Attend

Those involved in design and development who want to move up to a strategic level of involvement. UX practitioners, marketers, and ethnographers who want to impact product strategy and innovation from the perspective of user experience.

#### Prerequisites

There are no prerequisites to attend this course

## Course Objectives

Participants of this course will be able to:

- › Identify and capitalize on opportunities that will enable successful penetration of the market
- › Analyze the impact of trends and lifestyle changes on users to develop appropriate positioning and design of new products and services
- › Capture rich data that will enable in-depth understanding of the users and their ecosystems
- › Synthesize and co-relate data in a systemic way that will inspire innovative ideas
- › Correlate design research, market understanding and business goals to define new markets, branding strategies, product positioning, and new business models
- › Translate actionable insights to new product, service and business ideas that will have a positive impact on the lives of users
- › Validate and test new ideas to minimize risks and determine criteria that are important for success

“Traditionally, user experience practitioners have conducted their work at the structural and detailed design levels of product development. This course allows UX people to move up the chain, to bring a UX perspective to the higher level of product strategy and innovation.”



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

# Course Outline

## 1 Breakthroughs Start Here!

- › Bigger is better
  - An end to myopic user centricity
  - The ROI of Big
  - Innovative offerings
  - This is the language of executives
- › Stakeholder envisioning
  - How to facilitate a unified vision
  - Projecting the future
  - Domain, brand, USP, market position, offerings, technology, channels
- › Affordance decomposition?
  - Problem of breakthrough technology... what to do with it!
  - A different definition for 'Affordance' (SORRY!)
  - An affordance decomposition
  - How the list helps.

## 2 Different Lenses Help

- › Megatrends and lifestyle changes
  - Introduction to megatrends
  - The changing digital world
  - Trends in finance
  - Trends in healthcare
  - Trends in communications
  - Lifestyle changes
- › Usage and design trends
  - New usage models evolve
  - Usage trends—using them to understand your users
  - What “Design Language” does your product speak?
- › Business and product strategies
  - Blue ocean
  - Long tail
  - Disruptive innovation
  - N=1, R=G
  - Open innovations

## 3 Spy Work In Progress

- › Find your target
  - Using segmentation models
  - Inspirational v/s representative samples
  - Is your target segment homogenous?
- › Know your users
  - Wearing an “ethnographer’s” glasses
  - The value of user research
  - Ethnography inspired methods and tools
  - PET design—uncover the inner forces
  - Research pitfalls
- › Assess your competition
  - Constant monitoring of new product offerings
    - Branding strategy
    - Positioning strategy
    - Pricing strategy
    - Product bundling
    - Positioning
  - The unique UX contributions

## 4 Getting It In Your Head

- › Big insights
  - Grounded theory
  - How to know a hot insight
  - Affinity diagrams to sift the hay stack
- › Big methods
  - Cloud UX—the next generation of industrial strength UX work
  - How to model BIG ecosystem charts
  - DILO analysis
- › Big opportunities
  - What is an “opportunity” and where does it come from?
    - Ecosystem view
    - Psychographic view
  - Translating user insights to opportunity points
  - Documenting an opportunity point

## 5 Serious Conversations

- › Executive intent
  - Understanding organizational strategy
  - The 6 types of executive intent
  - The UX role in supporting the executive
  - When executive intent goes wrong
- › Market strategies
  - Macro market models
  - If the strategy is not controversial then you are wasting time
  - UX focused strategies—how radical customer centricity wins in the market
  - PET opens the market
- › Channel strategies
  - Channel integration and coordination is old news— but you better get there
  - Synergies
  - Advanced digital strategies
  - PET strategies

## 6 Killer Applications and Services

- › Ideation
  - Tie in to the strategies!
  - Using the research
  - Be lateral and disruptive
  - Be organic and incremental
  - The SCAMPER method
  - Crowd sourcing
- › Evaluation
  - What fraction of ideas work out?
  - Modeling the concepts to pick the best
  - HFI's Three Circle Review
- › Concept validation and testing
  - One-on-one interviews
  - Focus groups
  - Longitudinal studies
  - Flexhibition
  - “Bizarre Bazaar”
  - Quantitative validation

### 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.*

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## Certification

### 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 software usability. This certification is supported by the following courses.

- Course 1. User-Centered Analysis and Conceptual Design
- Course 2. The Science and Art of Effective Web and Application Design
- Course 3. Practical Usability Testing
- Course 4. Putting Research into Practice

### CXA Certification

The Certified User Experience Analyst™ (CXA) certification indicates advanced skills in persuasion, innovation, strategy, and institutionalization of UX. This field 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. Design for The Big—User-Centric Innovation and Strategy
- Course 4. How to Support Institutionalization of a Mature UX Practice

### Advantages of Certification

- › Get certified by the world's leading user-centered design firm
- › Become a recognized usability authority within your company with inclusion in HFI's official CUA directory
- › Join CUA Central—the online community of CUAs
- › Gain skills to help your company increase user satisfaction in products and services
- › Achieve growth and progress in your career path

**“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/training/certification.asp](http://www.humanfactors.com/training/certification.asp)

## Featured Instructors



Eric Schaffer, PhD, CUA, CPE



Apala Chavan, MA, MSc, CUA



April McGee, MS, CUA



Mary Michaels, MBA, CUA

### A partial list of companies where we have taught Human Factors courses

- Agilent Technologies
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- 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
- Social Security Administration
- Standard Bank SA
- Vodafone
- Wipro technologies

### 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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