THE TEAM W

WORKSHOPS WE OFFER

Behavioral Design Workshop: How To Apply Brain And Behavioral Science To Design An Optimized User Experience

Recent research in brain and behavioral science provides insights into how people see, pay attention, decide, and what motivates people to take action.

Learn how to apply this science to the design of your products so that your audience will be engaged and persuaded to take action. Here are some of the things you will learn:

- How people see and how to grab attention
- The importance of peripheral vision
- How people read
- How people make decisions
- How to make trade-offs in human factors loads
- Generational differences in technology expectations
- Cognitive biases and how they affect behavior
- The impact of the need to belong
- Instincts and behavior

- Habit formation and conditioned responses
- When rewards do and don't work
- What does and doesn't work for gamification and why
- How self-stories influence behavior
- How to encourage the desire for mastery as a motivator
- How to apply behavioral science to your products and target audiences

The Science of Decisions

Recent research in human decision-making shows surprising insights. Did you know that in order to make a decision you have to feel an emotion? Or that researchers can peer inside the brain, see when you have made a decision, and which decision you've made, 7-10 seconds before you are even aware you've made one? Learn the recent research and you will be able to understand and predict the decisions people make. Here are some of the things you will learn:

- Which parts of the brain are used for which kind of decisions
- The relationship between emotions and decisions
- Trust your gut or use your logic? Which method is best for what kind of decisions
- How calendars and life milestones affect decisions
- How people make decisions under stress
- How two or more people making a decision is different than one
- How to improve decision making
- What are cognitive biases and how do they affect decision-making

Social Relationships and Communication

Humans are social animals. The need to belong to a group drives our behavior. In this workshop you will learn about the newest research in social relationships and communication. Here is some of what you will learn:

- What bonds a team together
- How to effectively listen
- Where communication goes awry
- The optimal size of a group
- How effective competition is
- How differences in communication style can affect understanding
- What gets communicated through our tone of voice, gestures, and body language

Thinking and Memory

How much of human thinking is conscious and how much is not? How much control do people have over what they think and remember? How are memories stored, and what can you do to improve your retrieval of information that is in memory? This course explores the brain and behavioral research on thinking and memory. Here is some of what you will learn:

- How much of our thinking is unconscious
- Daniel Kahneman's idea of System 1 and System 2 thinking and why the idea is so important
- How memories are formed and retrieved
- Why and how memories change over time
- What happens in your brain when you are thinking creatively
- How to use brain science to increase your creativity

Vision And Perception

New research on vision, hearing, touch, and the brain, provides surprising and sometimes counter-intuitive insights. Do you know why peripheral vision is as important, and maybe more important than central vision? How about the special part of the brain dedicated to processing faces?

Learn about the latest research on vision and the brain and how that research can be applied to the design of your products and/or marketing campaigns. Here are some of the things you will learn:

- How your brain interprets what you see
- Pre-attention vision
- How the brain recognizes patterns and objects
- The difference between central and peripheral vision
- The FFA -- a special part of the brain that recognizes faces
- How the eyes sees color
- Which colors are hard to see
- How to design for people that are color blind
- Color and culture
- How people read
- Fonts and typography
- The interaction of vision and hearing
- Embodied cognition

The Science Of Motivation

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 motivating 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 drivers that motivate people
- The Need to Belong
- The Desire for Mastery
- The Power of Stories
- Carrots & Sticks
- Instincts
- Habits
- Tricks Of The Mind

How to Conduct and Document Upfront User Research

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 who your users are and what they will be doing with the product.

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. You need psychographics, scenarios and 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 describe and document who your users are in ways that help you design
- How to validate your assumptions about who the users are, what and what they want to do with the product
- How to decide on the most important scenarios and user stories to document and how many you need
- How to communicate your findings, in ways that are quick, easy, and useful during design
- How to conduct user interviews

Conceptual Model Design

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 information architecture, navigation, the flow of screens, what goes on a particular screen and what the users will be looking at when.

In this workshop 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, actions, and attributes
- How to create a screen flow diagram from the conceptual model
- How to use the conceptual model information to decide on information architecture and high level navigation

Detailed Interaction Design

How usable a product is, and whether people take the action you want them to take when using it, depends on many "micro-moments". In this workshop you will learn the specifics of designing detailed interactions that are easy to do, use, and persuasive.

You will learn:

- How to design usable forms
- How to choose effective page layouts
- Principles of using icons and images
- The human factors of color usage
- How to balance human factor loads
- How to effectively storyboard and prototype
- Guidelines for designing usable and effective augmented reality applications
- Guidelines for designing usable and effective virt ual reality applications

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 and un-moderated
- How user testing is different from walkthroughs or focus groups
- How to decide on the number of users you need to test
- How to decide what to test
- How to plan a user test
- Who to recruit
- How to create a user testing scenario
- How to word user testing instructions so you get the data you want and need
- How to create a user testing plan
- How to conduct the test
- Tools for conducting in-person and unmoderated tests
- How to analyze, interpret, report on, and present your testing data

Notes: