



# WORKSHOPS WE OFFER

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## **The Behavioral Design Workshop**

Learn how to apply recent research in brain and behavioral science and behavioral economics to engage, encourage, and persuade the people that use your products and services. In this workshop we share the latest research on what grabs and holds attention, how people make decisions, how context affects behavior, and what motivates people to take action.

The workshop is intense, informative, full of science and a lot of fun. You will learn and practice how to apply behavioral psychology and behavioral economics to the design of your products, services, and spaces so that people will be engaged and persuaded to take specific action.

Here are some of the things you will learn:

- Vision and the brain and how to grab attention
- How people make decisions
- Generational differences
- Cognitive biases and how they affect behavior
- The impact of social norms
- Instincts and behavior
- Habit formation and conditioned responses

- When rewards do and don't work
- How self-stories influence behavior
- How to encourage the desire for mastery as a motivator
- The Behavior Design Model and how to use it to achieve your behavioral design goals

## User Experience (UX) Strategy Workshop

If you want your UX work to have maximum impact then you want to put together a UX Strategy. In this workshop you will learn the four layers of UX Strategy and how to use each to power your UX work. Here are some of the things you will learn:

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- How to use UX strategy at the project, portfolio, team and enterprise level.
- How to decide which level of strategy is the most important for you to work on.
- How to build UX Strategy into your work in a way that is quick, easy, and effective.

When you leave the workshop you will have a UX Strategy summary that you can use right away to increase the power of your work.

## UX Leadership

Having an effective and impactful UX team means more than just building UX technical skills. In this workshop you will learn how to supercharge the effectiveness and efficiency of your UX team with UX leadership skills.

Here are some of the things you will learn:

- Working effectively with stakeholders
- Balancing project details with big picture planning
- Speaking truth to power
- Empowering junior UXers
- Evangelizing UX throughout the organization
- UX success metrics
- Infrastructure for UX, including design systems, UX processes, and how and where to position UX within the organization

## Agile UX Workshop

How do you make agile methods work for User Experience (UX) design? How do you make UX design methods work in an agile context? This workshop covers proven best practices you can use to integrate the disciplines of UX design (including user research, accessibility, and more) into your agile methodology – regardless of what Agile framework your organization is using. In this hands-on workshop, you will learn proven approaches to get designers and developers working effectively and efficiently together as one team to get better business results and deliver software faster at any scale. Here are some of the things you will learn:

- Four proven approaches to integrate design with agile frameworks
- How to keep the “User” in User Experience on agile projects
- Working at scale and across multiple teams
- Moving upstream to do UX work early in the process
- How to customize your design and agile processes to work hand-in-hand

## Ethics

Are the solutions you create and implement ethical? Can you be accused of ethics violations? Learn what is and is not ethical for design, technology, and corporate culture. Here are some of the things you will learn:

- What is ethics and how can it be applied to your tools and solutions
- How to know whether your application will be seen as being ethical to your target audience
- How to measure ethics and get your Ethical Score
- Dark patterns, nudges, and the Spectrum of Behavior Change
- How to build ethical decisions into your products and services during design and development, and move conversations about ethics forward
- The importance of corporate culture and the “four big influencers” in corporate ethics
- Big concepts and ideas behind ethics and philosophy

## Collaboration: Insights and Techniques

Collaboration is key to working effectively, but do your teams know how to effectively collaborate? In this workshop you will learn the science behind how to collaborate effectively, and learn new techniques for collaboration that you can use instead of the old and tired methods you are probably using now.

Here's a sample of what you will learn:

- The brain science of problem solving and how to use that to change the ways you collaborate
- The science of how people listen and communicate and how to use this science to better collaborate
- 9 new techniques for collaboration that you can use right away

## The Science of Motivation

A large amount of everyday is about motivating the people around you to do stuff. Harness the power of psychology and brain science to motivate people to do the stuff you want them to do. Here are the 7 drivers of motivation that you will learn how to use:

- The Need to Belong
- The Desire for Mastery
- The Power of Stories
- Carrots & Sticks
- Instincts
- Habits
- Tricks of the Mind

## Design Thinking

Thousands of companies use Design Thinking to innovate and implement new products and services. Here are some of the things you will learn:

- What Design Thinking is and why it is so popular
- Core concepts and the 5 steps in the Design Thinking process
- How Design Thinking interviews are different
- How to analyze the results of your interviews
- How to define and reframe the problem before developing solutions
- How to ideate multiple solutions and choose the best idea
- How to effectively get feedback from your target audience on your ideas
- How to quickly test multiple prototype solutions
- How Design Thinking is similar to, and different from other processes

## Mindfulness

A mindful approach to life and to work has benefits such as increased productivity and less stress. You can retrain your brain to spend more time in the present moment rather than worrying about the future or dwelling on the past. Here are some of the things you will learn:

- What is mindfulness and how to practice it
- The science behind the benefits of mindfulness
- What happens in your brain when you practice mindfulness

## How to Conduct and Document Upfront User Research

In order to develop products, services and solutions 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. 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

## User Experience Fundamentals

This overview is for product and project managers and anyone who needs to understand what it means to “do” user experience. Here are some of the things you will learn:

- What user experience is and how to best incorporate user experience into your project and/or product
- Who does user experience work, and how long it takes
- The benefits to a product of designing with user experience in mind
- How to calculate the return on investment of incorporating user experience activities

## User Experience Boot Camp

Learn the essential skills and knowledge needed to design the user experience of products and services. This is a hands-on boot camp workshop that teaches how to research, design, and test user experiences. The workshop is a total of 5 days of training which can be scheduled in one week, or broken up into multiple sessions.

## User Research

- 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 conduct current and optimized task analyses
- How to research and document journey maps
- How to interview users and stakeholders

- How to communicate your findings, in ways that are quick, easy, and useful during design

### **Macro and Conceptual Model Design**

- What is macro and conceptual model design
- 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
- How to test conceptual models before design

### **Detailed Interaction and Micro-Moment Design**

- How to effectively storyboard and prototype
- Affordances
- Cognitive, Visual, and Motor loads
- Using progressive disclosure
- Vision and the brain
- Designing for central vs. peripheral vision
- Fonts and typography
- Optimal line length
- Designing for scanning vs. reading
- Designing for people with color blindness
- Designing effective forms, fields, labels, grouping and controls
- Deciding on screen density



## User Testing

- Different types of user testing, including, in –person, remote and un-moderated
- Deciding on who, what and how to test
- How to recruit users for a test
- How to create a user testing scenario
- How to word user testing instructions 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:**