WORKSHOPS WE OFFER

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**

Doing great user experience (UX) research and design work is not all that is involved in having a successful UX practice. If you want UX to grow and thrive in your organization then you need to learn the principles, practices, and processes of UX Strategy. In this workshop your team will learn the principles and processes of UX strategy. We’ll walk you through how to create a short and long term UX Strategy Roadmap and Action Plan for your UX team.

Here are some of the things you will learn:

• Principles of user experience strategy
• How to promote UX in the organization
• What it means to put together a UX infrastructure in your organization
• How to create a UX Strategy Roadmap and an Action Plan
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

How To Prevent Bad Decisions
People make bad decisions every day. How can you prevent bad decisions for people and for your organization? This workshop covers the recent research in brain and behavioral science and human decision-making. 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
- How to prevent people from making risky decisions that hurt themselves and/or others
- How people make decisions under stress
- How to improve decision making
- What are cognitive biases and how they affect decision-making
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 unmoderated
- 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 conduct the test
- Tools for conducting in-person and unmoderated tests
- How to analyze, interpret, report on, and present your testing data