



WORKSHOPS WE OFFER

The Behavioral Design Workshop

Learn how to apply recent research in brain and behavioral science to engage, encourage, and persuade the people that use your products and services. In this workshop we share the latest research on how people see, pay attention, decide, and what motivates people to take action.

You will learn and practice how to apply this science 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:

- 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
- 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
- The Behavior Design Model and how to use it to achieve your behavioral design goals

How To Stop Your Workforce From Making Dumb Decisions (Final Title To Workforce Can Be Changed...)

Every day your staff makes decisions. How can you prevent them from making decisions that are bad for them and bad for the 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

The Science of Leadership

Learn what the latest in brain and behavioral science reveals about how to be an effective leader. Here are some of the things you will learn:

- How to harness social behavior to work most effectively with teams
- What really motivates people (hint: it's not rewards)
- How to build trust in and between your teams
- Why some people are followers and others are leaders
- Group dynamics and group decision-making
- Why some people are "charismatic" and others are not
- Principles of persuasive communication

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

Ethics In Technology

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

- What is ethics and how can it be applied to technology tools and solutions
- How to know whether your technology application will be seen as being ethical
- How to measure the ethics in technology
- How to build ethical decisions into technology during design and development

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: