

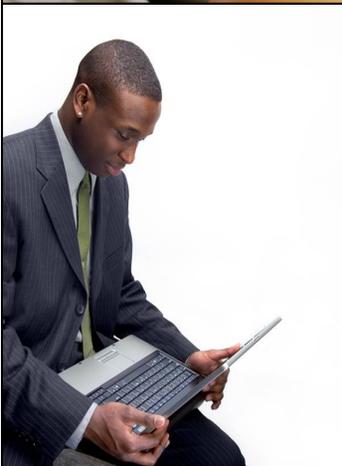
# Web 2.0 for IT Professionals

## User Experience in the World of Social Media

Gain the insight you need in this one-day intensive workshop, led by a leading expert in user experience and usability.



Practical information you can use now.



Essential for today's IT Professional.



**Workshop Leader  
Charles B. Kreitzberg, Ph.D.**



Charles B. Kreitzberg, Ph.D. is a respected leader in the field of usability and web and software interface design. In addition to his pioneering work in usability, he has skills in both business and information technology.

His specialty is helping organizations get the most value from their technology investments through user-centered design and organizational effectiveness.

He is the Founding Editor of User Experience Magazine, author of numerous articles and several books, a leader in professional associations, and a pioneer in the creation of the Internet.

Charlie is a dynamic, smart and entertaining speaker who is passionate about bringing technology, people and business together.

The evolution of the Web into a platform capable of supporting rich internet applications has shifted the playing field for IT. User experience and social media elements are becoming critical yet the fit with current practice is not always a good one. This workshop will give you a comprehensive understanding of the changing playing field and the roadmap you need to move forward.

**After attending this workshop you will understand:**

- why social media and user experience (Ux) engineering has become key to the success of information technology projects.
- the seven stages of user experience design and how to integrate them into the technical development process.
- how the core skills of interaction design, information architecture, usability, business analysis and visual design relate.
- how to align manifest (task flow), functional and technical models.
- best practices in discovery, wireframing, prototyping and usability testing .

IT is uniquely positioned to help their company benefit from rich internet applications and create intuitive and productive user experiences. This workshop will give you the framework you need to get started.

**Who should attend:**

IT executives and senior managers. Other IT professionals with an interest in or responsibility for user experience and social media.

blogs collaboration community **design**  
information architecture **interaction**  
social media **usability**  
**user experience** wikis wireframes

# What You Will Learn

## Web 2.0, Ux and Business

- *A deep dive into Web 2.0; why it's different & important*
- *How Web 2.0 is changing the game for business*
- *Why Web 2.0 is a difficult "fit" for organizations and managers*
- *The IT role*
- *The component competencies*

## UX Design Framework

- *The dimensions of user experience*
- *The seven stages of user experience design*
- *Six Degrees of Social Computing: Creating engaging experiences*
- *Integrating UX design with technical development*

## Best Practices in UX

- *The Envision process*
- *Discovery*
- *Prototyping*
- *Usability Testing & Heuristic reviews*
- *Style guides*
- *Wireframing*

## Creating A Roadmap

- *Working with the business*
- *Key deliverables*
- *Integrating user experience design with development processes*
- *Critical success factors*
- *Common design errors*
- *What to do next*

*This customized full day course is also available in multiple-day programs.*





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