



Cooper provides training in all aspects of our unique GOAL-DIRECTED® methodology through our Cooper U educational program.

Every Cooper U class is taught by our most senior designers to ensure that you benefit from their real-world experience. Each class is highly interactive, with an emphasis on hands-on exercises. Most classes are limited to 16 people so you can be sure you'll get plenty of personal attention. We're happy to bring any of these courses to your site.

AVAILABLE CLASSES



Interaction Design Practicum

As the foundation course in the Cooper U curriculum, the 4-day Practicum was designed for usability and design practitioners, product managers, and anyone else who strives to fill the gap between an idea and a successful product.



Communicating Design Course

This 2-day class discusses effective ways to communicate your research findings, requirements, and design solutions. You will learn how to create a User and Domain Analysis and a Form and Behavior Specification. Most importantly, you'll learn how to sell your design to stakeholders.



Visual Interface Design Course

This 2-day class is designed to introduce you to visual design process and principles that will help you make your interactive products not only more usable, but also more desirable. You will learn about type, color, icons, and other aspects of visual design that are critical to the usability of your interactive product or Web site.

WHO IS ATTENDING COOPER U CLASSES?

3M	Adobe
Bank of America	Boeing
Charles Schwab	GE
McKesson	Microsoft
UnitedHealthcare	and more...

WHAT PEOPLE SAY

"If you can only take two classes this year, take this one twice."

- Julie Clift, Usability Specialist,
Varian Medical Systems, Inc.

"By training our team members with Cooper's powerful techniques, we've taken quality product development beyond simply satisfying customers' requests, and now have a design process that ensures we deliver innovative solutions to empower the end user. I recommend the Cooper training to anyone involved in the process, whether engineer, product manager or design professional."

- Johanna Hafey, Product Manager, SAP

"I learned some great techniques to more effectively communicate with the product team. These techniques will help me get involved earlier in the process so I can really make a contribution."

- Lisa Baker, Human Factors Specialist, Intel

FIRST RATE INSTRUCTORS

The quality of the instructor can make or break any course.

"[It was] really good having someone who's been in the trenches as opposed to a full-time instructor. He had a good knowledge of the political challenges."

"She did everything well. She was a good presenter, a good listener, good at directing questions and answering."

"Able to relate directly to every student in the room."

For more information and to register:
call +1.415.267.3500 or e-mail cooperu@cooper.com

Learn about Personas and Goal-Directed Design from the people who invented them! Our Practicum is an intensive, hands-on workshop led by senior Cooper staff. First we'll show you how to practice Goal-Directed Design in more depth than you'll find anywhere else, then you and a small group of professionals from around the world will put it into practice to design an example product. This course also serves as the foundation for the rest of our Cooper U curriculum.

Limited to 20 participants

A 4-day course at Cooper headquarters in San Francisco




WHO SHOULD ATTEND

Product planners, developers, marketers, usability professionals, design practitioners, and managers who are committed to creating a great customer experience.

YOU WILL LEARN HOW TO:

- Plan and conduct user **research** using powerful ethnographic techniques
- Distinguish what users say they want from what they **really need**
- Translate your observations into **personas**, goals, and scenarios
- Develop and prioritize **requirements** based on user and business **goals**
- Quickly turn requirements into a **concrete** product concept

COURSE MATERIALS INCLUDE:

-  *About Face 3.0: The Essentials of Interaction Design* By Alan Cooper and Robert Reimann
-  *The Inmates Are Running the Asylum* By Alan Cooper
-  Course binder with hard copies of slides and a variety of useful handouts and worksheets.

WHAT PEOPLE ARE SAYING ABOUT THIS COURSE

"This is commercially grounded, highly captivating, very interactive, a lot of fun, and has given me something to take back which I'm confident I can apply. The cost-benefit is not an issue—this has to be taken by our designers."

"Inspiring, educational, fun. I'm leaving with a lot of tools, information, and confidence."

"Well worth your time. Fills the large void between needs identification and construction."

"Great course. We can apply these design methods to the hole in our XP process."

"Highly recommended! Even as an experienced designer I both learned a lot and got a sanity check for the work I'm doing. I'm totally energized!"

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3M	Adobe
AMD	Autodesk
Bank of America	BEA Systems
Boeing	Charles Schwab
Cisco	Fidelity
GE	HP
IBM	Intel
McKesson	Microsoft
Oracle	Prudential
SAP	Siebel
State Farm	Sun Microsystems
TiVo	UnitedHealthcare
Varian	and more...

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Course Outline

Day 1 → Overview and Research



- Overview of the class and the method
- Design principles and patterns
- Design team structure and roles
- Conducting research with stakeholders
- Planning user research

Day 2 → Research and Modeling



- Choosing a research method
- Ethnographic interviewing and direct observation
- Practice conducting interviews for an example product
- Modeling
- Personas and their uses

Day 3 → Modeling and Requirements Definition



- Persona creation
- Prioritizing personas
- Requirements definition
- Mental models
- Context scenarios
- Defining data and functional needs
- Identifying other requirements

Day 4 → Framework Definition and Beyond



- Framework definition
- Data objects and functional elements
- Key path scenarios
- Defining and sketching views
- Refining with validation scenarios
- Getting your design built

A WORLD CLASS EXPERIENCE

“The course should be mandatory for all designers—register yourself for the next one!”

“An off-the-charts, in-depth experience in design, interaction, interface, culture... rigorous.”

“Very well structured. Packed with useful information combined with hands-on application.”

“I highly recommend this course to anyone who designs software products or manages software designers.”

“Great experience, in depth material, great concepts. It will change the way you look at development.”

“It’s really going to help us target our users’ needs.”

“An awesome experience. It’s a well-designed course, with a good balance of theory, information, and hands-on practice.”

“It exceeded my expectations in every way. I would highly recommend that every company send people to this course.”

“Finally! The right way to approach software development.”

“Do I have to go home?”

In our years of consulting at Cooper, we've learned that getting the design right is only part of the job; the rest is getting it built. Let our experienced designers show you how to persuade the stakeholders that your solution is the best way to satisfy customers and accomplish business goals. After that, we'll teach you how to document the expected form and behavior in enough detail that programmers can build it, QA can write test cases from it, and marketing and sales can start showing it to the world.

Limited to 20 participants

A 2-day course at Cooper headquarters in San Francisco




WHO SHOULD ATTEND

Product planners, developers, marketers, usability professionals, design practitioners, and managers who are committed to creating a great customer experience.

YOU WILL LEARN HOW TO:

- Target your communication for specific audiences
- Communicate persuasively to build buy-in throughout the design process
- Present requirements and help stakeholders prioritize them
- Describe an interaction framework and show your audience why it's good
- Defend your design without being defensive
- Create compelling User & Domain Analysis documents
- Construct a detailed Form & Behavior Specification that developers actually want to use
- Get the most from your documentation time and effort

COURSE MATERIALS INCLUDE:

-  Course binder with hard copies of slides and a variety of useful handouts and worksheets.
-  An example of a User & Domain Analysis document.
-  Example sections of a Form & Behavior Specification.

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WHAT PEOPLE ARE SAYING ABOUT THIS COURSE

"Bravo! Two thumbs up!"

"A logical and well thought-out approach to documenting the design and getting buy-in throughout the process."

"You can't afford not to go."

"Awesome! I came away with concrete examples I can use and apply to our process right away."

"A great atmosphere for learning."

"This class helps you understand what the real problems are and gives you the tools to solve those problems."

"Informative, inspirational, aspirational!"

WHO IS ATTENDING COOPER U CLASSES?

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Boeing	Charles Schwab
Cisco	Fidelity
GE	HP
IBM	Intel
McKesson	Microsoft
Oracle	Prudential
SAP	Siebel
State Farm	Sun Microsystems
TiVo	UnitedHealthcare
Varian	and more...

Course Outline

Day 1 → Communicating Design Research



- Introduction: Why document design?
- The Design Communicator role
- Strategies for successful communication
- Documenting design research: The User and Domain Analysis document
- Presenting design research
- Communicating the Design Framework
- Documentation time management

Day 2 → Communicating Design Details



- Documenting completed design: the Form & Behavior Specification
- Presenting completed design
- Technical writing tips
- Wrapup

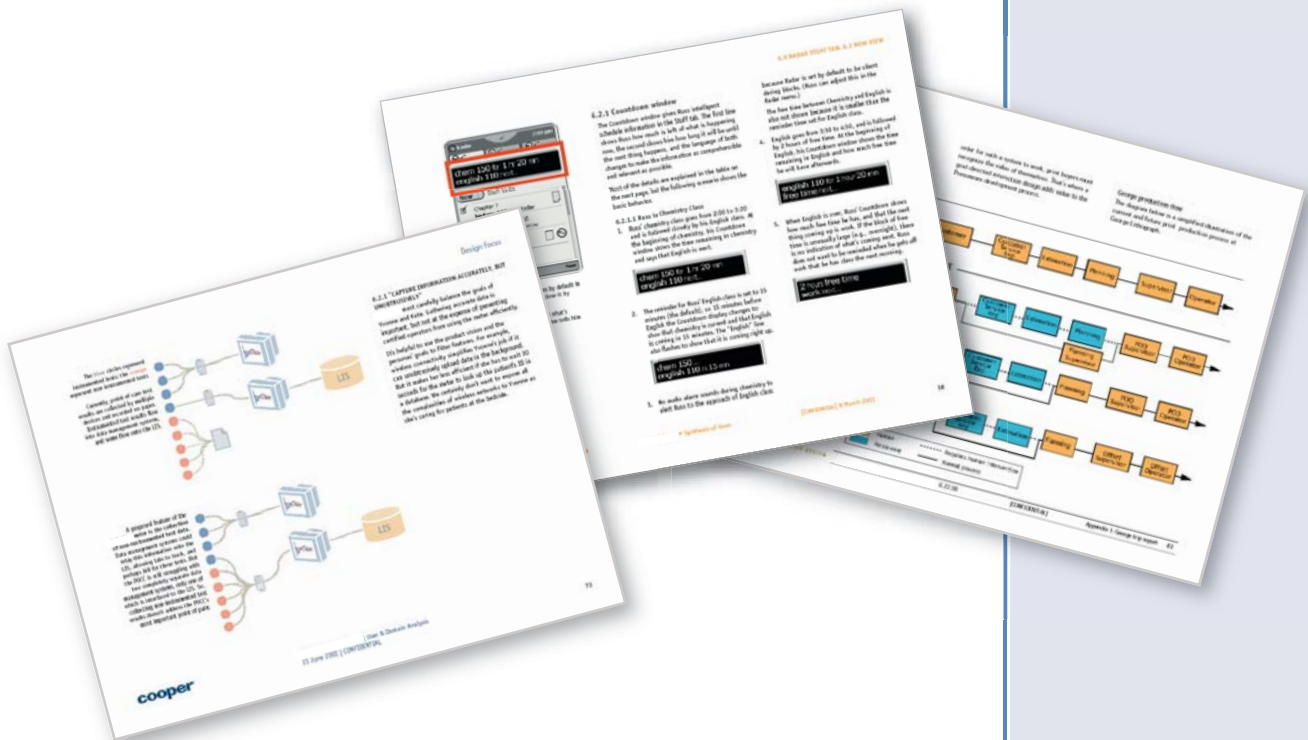
PLEASE NOTE:

This course builds on the material taught in Cooper U's foundation course, the **Interaction Design Practicum**.

We recommend taking the practicum (or an equivalent private course taught by Cooper at your company) before attending this class.

This course assumes the student has a grasp on the following concepts taught in the practicum:

- Ethnographic research
- Personas
- Context scenarios
- Requirements definition using scenarios
- Key path scenarios
- Interaction frameworks
- Validation scenarios



Although the right features and behavior are essential to successful product design, the way they are presented can be just as important. The application of type, color, icons, and other aspects of visual design are critical to the usability of your product or Web site. Visual design choices are also critical to connecting emotionally with your customers (and to selling more products). Visual interface design combines detailed interaction design, screen layout, and branding to ensure that a well-conceived, well-behaved product is also a usable and desirable one.

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A 2-day course at Cooper headquarters in San Francisco



WHO SHOULD ATTEND

Designers, developers, usability professionals, brand managers, and anyone else responsible for delivering products that are desirable as well as usable.

YOU WILL LEARN HOW TO:

- Use visual design to clarify interaction and information
- Use research and personas to guide visual choices and drive consensus
- Create learnable, memorable icons
- Adapt your corporate identity to a product or Web site
- Apply visual design principles to multiple platforms
- Develop a comprehensive visual system for consistent, easy application
- Capture your work in a comprehensive Visual Style Guide

COURSE MATERIALS INCLUDE:

-  Course binder with hard copies of slides and a variety of useful handouts.
-  Example sections of a Visual Style Guide.

WHAT PEOPLE ARE SAYING ABOUT THIS COURSE

“Five stars!”

“Take this course! There’s really none like it. Till now, you’d have to have taken a few graphic design classes to get this complete and focused a study.”

“Prescriptive information that’s really useful to take back.”

“The instructors are clear, kind, enthusiastic, knowledgeable, sophisticated, and respectful!!!”

“I felt the presenters CARED about the topic and were experts.”

“It’s hard to come up with anything to improve. I love the classes here. Can’t wait for the next one!”

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Cisco	Fidelity
GE	HP
IBM	Intel
McKesson	Microsoft
Oracle	Prudential
SAP	Siebel
State Farm	Sun Microsystems
TiVo	UnitedHealthcare
Varian	and more...

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Course Topics

This two-day course will cover:

How We Get There (and bring others along with us):

- ➔ The Goal-Directed visual design process
- ➔ Emotion and research
- ➔ Personas and brand
- ➔ Visual design requirements and technical considerations
- ➔ Style studies
- ➔ Applying styles to initial screens
- ➔ Developing a visual system and refining the design

Form: Visual Elements

- ➔ Color and contrast
- ➔ Text and type
- ➔ Icons and images

Usability: Layout and Relationships

- ➔ Information design
- ➔ Combining elements into clear layouts
- ➔ Establishing visual hierarchies

Desirability: Unity and Style

- ➔ Making a functional design desirable

Visual Systems: Implementation and Extension

- ➔ Turning design into a visual system
- ➔ Documenting the visual system

PLEASE NOTE:

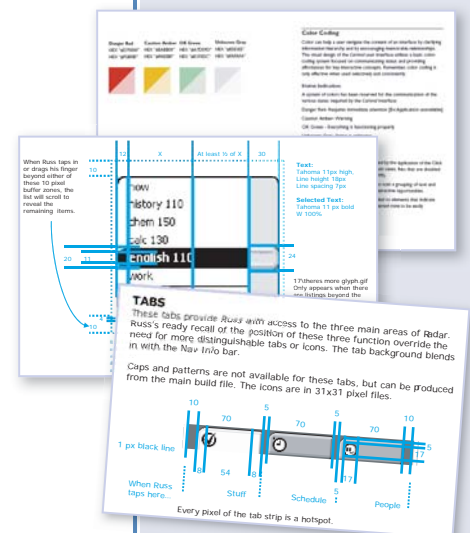
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- Context scenarios
- Requirements definition using scenarios
- Key path scenarios
- Interaction frameworks
- Validation scenarios

Mastery of a specific drawing tool is not required for this class.



Learn how to turn design into a visual system and how to effectively document it.

How do I get there from out of town?

Courses are held at Cooper's main office, 100 First Street, 26th floor. (see map)

The easiest airport to use is San Francisco International. Although you may want a car if you plan to stay over a weekend and see the area, a car isn't necessary and can be inconvenient. Follow signs in the terminal to the Air Train, which will take you to the BART station. Get on any train and get off at the Montgomery stop. Total cost is under \$6.

Where can I stay?

The two closest hotels are the Downtown Marriott Courtyard and the 125-year-old Palace Hotel (www.sfpalace.com). Budget travelers can use hotels.com or other tools to find rooms under \$100, usually within half a mile. Rates are widely variable, so look around and try to book as far in advance as you can.

What about food?

We'll feed you a light breakfast each day and snacks in the afternoon. After that, you'll want to get out and stretch your legs for lunch in the neighborhood. As for other meals, San Francisco is famous for its restaurants, so ask any of our staff for recommendations.

How should I dress?

Class is casual; please dress for comfort. In winter and spring, bring an umbrella. In any season, dress in layers, since our weather tends to change throughout the day.

What I can do while I'm in San Francisco?

Learn new things at Cooper U, then stay the weekend! Eat great food. Visit Fisherman's Wharf. Escape from Alcatraz. See the Golden Gate Bridge. Ride a cable car. Eat great food. Take a day trip to Napa Valley. See a musical or play. Stand in the Pacific Ocean. Pick up a newspaper and laugh at the real estate prices. Visit Chinatown. Eat great food. Bike along the Embarcadero. Go dancing. Check out one of our many great museums. Go to the opera. Go shopping in Union Square. Take in a baseball or football game. **Have fun!**



COOPER'S MAIN OFFICE

100 First St., 26th Floor
San Francisco, CA 94105

Attendee

Check if multiple attendees are registering together—list other attendees on next page.

NAME _____ TITLE _____
(or primary contact name if attending as a group—list other attendees on next page)

COMPANY _____

BILLING ADDRESS _____

CITY AND STATE _____ ZIP CODE _____

TELEPHONE _____ E-MAIL _____

Course	Dates	Individual Rate	Discount Rate*	Number of Attendees	Total
<input type="checkbox"/> Interaction Design Practicum	Apr 13-16, 2010 <small>Paid by Mar 15, 2010</small>	\$2150 <small>\$1950</small>	OR \$2050 <small>\$1850</small>	X _____ = _____	
<input type="checkbox"/> Visual Interface Design	Apr 19-20, 2010 <small>Paid by Mar 22, 2010</small>	\$1075 <small>\$1025</small>	OR \$1025 <small>\$975</small>	X _____ = _____	
Grand Total					= _____

* Discounted rate applies for 2 or more people from the same organization who register together, or for anyone registering for 2 or more classes at the same time.

Check www.cooper.com for more dates. We usually hold the practicum monthly and the other courses quarterly.

PAYMENT TERMS



Upon acceptance, we will send you an invoice. In order to hold your space we require payment within one week of registration. To arrange payment by wire transfer or credit card, please contact Tobi Grover (tobi@cooper.com) or Michael Varela (michael@cooper.com).

CANCELLATION POLICY

We will refund 100% of your payment (less any multi-person or multi-course discounts that no longer apply) or apply it to another course if you notify us 20 business days before the start of your course, or 50% if you notify us 10 business days before. There are no refunds for cancellation fewer than 10 business days before the course begins. By applying to attend Cooper U, you certify that these financial terms are authorized by the appropriate person in your company.

Questions? Email us at cooperu@cooper.com

Please fax this form to:
+1.415.520.6884

Additional Attendees

2. NAME _____ TITLE _____
TELEPHONE _____ E-MAIL _____
 Interaction Design Practicum Visual Interface Design

3. NAME _____ TITLE _____
TELEPHONE _____ E-MAIL _____
 Interaction Design Practicum Visual Interface Design

4. NAME _____ TITLE _____
TELEPHONE _____ E-MAIL _____
 Interaction Design Practicum Visual Interface Design

5. NAME _____ TITLE _____
TELEPHONE _____ E-MAIL _____
 Interaction Design Practicum Visual Interface Design

6. NAME _____ TITLE _____
TELEPHONE _____ E-MAIL _____
 Interaction Design Practicum Visual Interface Design

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