UX Bootcamp

Learn user experience design and use your powers for social good.

In this four-day workshop, Cooper's industry experts will guide you through the goal-directed design process we use to create useful, meaningful, impactful digital products and services. You will partner with designers, engineers, and product managers from around the globe to address a specific real world challenge for a local nonprofit. Cooper U educators and nonprofit representatives will review final design concepts presented by small teams, and we will donate $1000 to the nonprofit in the name of the winners. In this engaging competition you will learn critical leadership, communication and collaboration skills while designing for positive change in the world! To get a glimpse into the UX Bootcamp experience, visit tinyurl.com/uxbootcamp.

Info & registration: www.cooper.com/training/courses.html.

Course materials include

+ Course binder with hard copies of slides
+ Example mental model diagram

What people are saying about Cooper U

"Our collaboration with Cooper has brought tremendous value to our teams as well as our organization. Their energy and passion has made each session an absolute joy."

Who should attend

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

What you will learn

Cooper UX Boot Camps are offered in several regions nationally and internationally. They're ideal for designers, developers, design managers, interaction and UX designers, IAs, and content managers. It's the most collaborative, exciting, rewarding, and fun learning experience you can find.

You will learn to

+ Use innovation games to articulate a shared product vision with stakeholders
+ Learn techniques for studying people to uncover their dreams, hidden assumptions, and unmet needs
+ Identify experience attributes to set the emotional tone of your product
+ Model personas that build empathy and provide a common design target for your teams
+ Storyboard scenarios to explore your future product in different contexts over time
+ Sketch the design framework for mobile, tablet, or an entire product ecosystem
+ Lead effective design reviews to take your concepts from good to great

cooper U

Cooper provides training in all aspects of our unique User Experience Design methodology through our Cooper U educational program. Every Cooper U class is taught by our senior designers to ensure you benefit from their real-world experience. Each class is highly interactive, with an emphasis on hands-on exercises. Most classes are limited in size so you can be sure you'll get plenty of personal attention. We're happy to bring any of these courses to your company. Please contact us at cooperu@cooper.com. for more information.

Interaction Design

Learn how to use Goal-Directed Design to create products and services that people love.

Visual Interface Design

How to design for engagement and deliver more desirable products.

Design Collaboration & Communication

Getting alignment around a shared design vision through participation.

UX Bootcamp

Learn user experience design and use your powers for social good.

Mental Models

Understand your customer's thought process and how to translate it into a meaningful product or service strategy.

Custom Courses

We can develop custom courses focused on your specific design or business challenge.

Interaction Design

Learn how to use Goal-Directed Design to create products and services that people love.

Learn about Personas and Goal-Directed Design from the people who invented them! Our course is an intensive, hands-on workshop led by senior Cooper staff. First, we'll provide in-depth demonstrations on Goal-Directed Design, and class participants will practice using these methods to design an example product. This course also serves as the foundation for the rest of our Cooper U curriculum.

Info & registration: www.cooper.com/training/courses.html.

Who should attend

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

Course topics

+ Identifying, clarifying and reframing business opportunities and product strategy
+ Planning and conducting field research to develop a deep understanding of your users
+ Turning research data into a set of personas that guide (and sell!) the design
+ Using scenarios and goals to identify and prioritize requirements
+ Using scenarios to define the right interaction framework
+ Applying these methods to everything from pie-in-the-sky innovation to minor product updates

Participants will learn 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

+ Course binder with hard copies of slides and a variety of useful handouts

What people are saying

"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."

"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!"

Visual Interface Design
How to design for engagement and deliver more desirable products

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 product or website usability. 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 a well-conceived, well-behaved product is also a usable and desirable one.

Info & registration: www.cooper.com/training/courses.html.

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

Course topics
+ Graphic design concepts
+ Experience attributes
+ Visual perception
+ Establishing visual relationships
+ Properties and uses of color, type, and other visual elements
+ Icons
+ Information design
+ Layout systems
+ Type systems

Participants will learn to
+ Use research and personas to guide visual choices and drive consensus
+ Identify and use experience attributes to drive engagement
+ Use color, size, and other visual properties to clarify interaction and information
+ Create learnable, memorable icons
+ Adapt corporate identity to a product or website
+ Apply visual design principles to multiple platforms
+ Develop a comprehensive visual system for consistent, easy application
+ Capture 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
+ Cooper sketchbook and drawing tools

What people are saying
"Five stars!"

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

"Clear 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 class. Can't wait for the next one!"

Design Collaboration & Communication
Getting alignment around a shared design vision through participation

Creative problem solving is a collaborative, non-linear process. However, most businesses today have a siloed project team, divided by discipline. Creating viable, feasible, and desirable design, however, requires interaction across all disciplines. This class teaches an integrated approach that not only enables great design to flourish, it addresses the needs and perspectives of team members in every discipline throughout the process. Sound impossible? Not only is it possible, it can even be fun.

Led by industry experts from Cooper, this valuable two-day workshop explores a comprehensive array of techniques for facilitating the design process. It reveals methods for helping siloed teams work together and communicate effectively. Through Cooper's best practices, you'll learn how to facilitate a design process that balances innovation with feasibility and gets everyone involved.

This course builds on the material taught in Cooper U's Interaction Design. We recommend completing Interaction Design 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:
+ Design research
+ Personas
+ Context scenarios
+ Requirements definition using scenarios
+ Interaction frameworks

Course materials include
+ Course binder with hard copies of slides
+ Handouts and worksheets

What people are saying

"A great course with a lot of useful, real-world tools and techniques!"

"The instructor put us at ease; a welcoming, relaxed, yet energetic atmosphere."

"Our program managers should take this course to get a better understanding of the issues design teams have and how to prevent and resolve these issues."

"This class gave me insight on how to better convey ideas, involve colleagues along the way, and generally work more as a team."

"Great material on a really complex topic."

Who should attend
Designers who want to create buy-in and build credibility within their organizations. Product managers, developers, marketers, and technology experts. Anyone who is committed to a great user experience and wants to communicate more effectively.

Course topics include
+ Communicating design at multiple levels to stakeholders in order to solicit appropriate feedback
+ Setting expectations and understanding the mindset of people in other disciplines
+ Balancing brainstorming sessions with generative and evaluative thinking
+ Designing workshops and communication tools that lead toward a shared product vision

+ How to successfully communicate in-progress design to developers and stakeholders
+ Explaining interaction framework through the lens of the user's experience

You will learn to
+ Generate ideas with multiple disciplines involved
+ Understand different perspective to more effectively tailor communication
+ Explain interaction frameworks without having all of the details figured out
+ Bring events to life through storytelling
+ Balance business and technical tradeoffs without sacrificing user experience
+ Include everyone in the design process; participation leads to buy-in

Mental Models *by Indi Young*

Understand your customer's thought process and how to translate it into a meaningful product or service strategy.

Creating winning design solutions for an unfamiliar target audience starts with the mantra, "Know thy user." But this means more than just identifying your users' workflows and work environments; it means understanding how they think. Led by design strategy expert Indi Young, author of <u>Mental Models: Aligning Design Strategy with Human Behavior</u>, this one-day workshop will reveal how to capture the thought processes and intentions of your audience into a simple and persuasive **mental model diagram**, and how to use that diagram to steer the course of your organization immediately and for the long term.

Info & registration: www.cooper.com/training/courses.html.

What people are saying about Indi Young

"Just wanted to thank you for a great workshop. I found it to be very beneficial."

"It was great attending your workshop... feels like interviewing is learning to speak a new language ... wanted to tell you how useful it was to hear your presentation."

"I conducted my first question-less interview this morning – it was liberating!"

Who should attend

Designers, researchers, directors, executives, product planners, product owners, product managers, entrepreneurs, and anyone who is responsible for or participates in product strategy.

Course topics

+ Overview of mental models and how they assist in product planning and design
+ Understanding how mental model diagrams have helped organizations in a variety of industries (software, hardware, and service)
+ Hands-on exercises including: sketching mental model diagrams and conducting interviews
+ Interviewing with an eye towards uncovering mental models
+ Analyzing interview data

You will learn to

+ Conduct user interviews that reveal insight into users' mental models
+ Recognize which data is most effective to include in a mental model diagram
+ Create your own mental models to improve your applications, services, and products
+ Conduct field interviews that are more useful to your purposes
+ Avoid the frustrating mistakes that can get in the way while developing mental model diagrams

Course materials include

+ Course binder with hard copies of slides
+ Example mental model diagram

Frequently asked questions

How do I get there from out of town?

Courses are held at Cooper's studio, 100 First Street, 26th floor.

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 AirTrain, which will take you to the BART station. The closest station to Cooper is the Montgomery Street station.

Where can I stay?

Cooper U students can stay nearby at the Galleria Park Hotel (www.galleriapark.com) for a student rate of $169 at night. Use access code WBCOO when registering online or calling 415.781.3060 to make reservations. Other nearby hotels include the Downtown Marriott Courtyard and the historic Palace Hotel. Kayak.com or other travel sites can help locate other lodgings, usually within half a mile of our offices. Rates vary widely, 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 food, 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 San Francisco 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. 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. 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 U

Contact us

For information on classes at Cooper U, please email cooperu@cooper.com
or phone 415 267 3500.

For information about Cooper U classes at your location, please email
business@cooper.com or phone 415 267 3500.

Ask about custom courses and coaching

Let us develop a custom course focused on your specific design or business challenge.
For more information, please email business@cooper.com or phone 415 267 3500.

Who is attending Cooper U?

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