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HELPING TEAMS INNOVATE

We're helping organizations like Wells Fargo and Boeing embrace a user-centered approach to developing software, get up-to-speed on the quickly changing mobile landscape and adopt a repeatable process for innovation and complex problem-solving.

MAKING MOBILE WORK

Making Mobile Work is a series of workshops and classes to ready your entire organization to create great software for mobile devices.

You'll learn techniques for approaching and delivering great mobile experiences to your customers or users by covering the complete body of knowledge needed to effectively tackle mobile projects.

WHY?

The number of people accessing the Internet through PCs will shrink by 15 million over the next four years, while the number of mobile users will increase by 91 million.
– IDC Tech Predictions 2013

Mobile is shifting from a specialty that a few people in the organization own to the primary way people interact digitally. Teams need a way to get up-to-speed on the mobile landscape and learn how to design most effectively for mobile – even those with extensive software experience.

WHO?

Include cross-functional team members – product mangers, project managers, business analysts, designers, developers and anyone else on your software team – to get the most from these classes.

FORMAT

A mix of hands-on, learn-by-doing activities and content delivery. Each class is one full day, on-site at your location, for up to 40 people. You can choose to host one class or the entire series.

MAKING MOBILE WORK CLASS SERIES

Mobile Bootcamp
Immerse your entire team in mobile context and rapidly collaborate to co-create a solution, learning about mobile hardware, software and context along the way.

Mobile HTML and Responsive Design
Take a deep dive into patterns and approaches for making mobile-friendly HTML sites. We'll cover media queries, selecting and using breakpoints and fluid grids, as well as the process for creating responsive sites.

iOS
Discuss the pros and cons of native, hybrid and HTML development, designing for touch versus the mouse interactions, common iOS interaction patterns, and how to submit your applications to the Apple App Store.

Android
Discuss the pros and cons of native, hybrid and HTML development, designing for touch versus the mouse interactions, common Android interaction patterns, and how to submit your applications to Google Play.

From Mouse to Touch
Take a deeper dive into the design and development of touch interactions, focused especially on those who have been working on mouse-based software. Get up-to-speed on what you need to consider when designing for mobile devices versus the desktop.

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USER EXPERIENCE BOOTCAMP

The User Experience (UX) Bootcamp is a series of workshops and classes designed to enable cross-functional groups to create digital experiences that users truly want to use. Learn UX tools and techniques that can be used by anyone, even if you don't have dedicated UX professionals or designers. These techniques are not the mystical domain of designers. Any organization can learn to make software more user-centered and avoid creating and repeating costly problems.

WHY?

Once a piece of software makes it into the field, the cost of fixing an error can be 100 times as high as it would have been during the development stage.
– IEEE Spectrum, "Why Software Fails"

Do any of these sound like your organization?

• We keep making software that makes sense to us, but not to our customers/users.

• We spend a lot of time and money developing digital tools for our customers/employees/partners/users, only to find they aren't happy with the software.

• We spend a lot of time and money trying to fix software after its released, to address user complaints.

• We are losing ground to competitors, who are offering software and digital solutions that are easier to use.

WHO?

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UX BOOTCAMP CLASS SERIES

One-Day UX Bootcamp
Get hands-on and learn to empathize with the end user and think about user experience. Practice some of the main techniques that help make user-centered software: research, interviewing, rapid prototyping, personas, scenarios and use of digital principles.

Understanding Users
Take a deeper dive into getting to know your users better. Learn techniques like interviewing, observation, selecting research methods, card sorting and developing personas.

Design Concepting and Prototyping
Learn to quickly generating and testing ideas to arrive at a great solution. Discover ways to accelerate the design process, including rapid prototyping, pattern libraries and tools.

Evaluation Techniques
Delve into how to understand what is working well now within your software and what is not. Practice usability testing, heuristic evaluations and ways you can use the data your organization already has to pinpoint problems.

Process Workshop
Learn to incorporate user experience into your everyday process. Find the infusion of user experience that makes sense for your company's process and culture.

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INNOVATION INSTITUTE

At the Innovation Institute, you will learn innovation not by learning "innovation," but by learning complex problem-solving. This is a three-month course in a problem-solving framework known as Design Thinking.

WHY?

Organizations today need the ability to change faster and more significantly. They recognize the need for innovation, but struggle to act on that need. They want employees to be entrepreneurial problem-solvers, but lack a methodology to support and encourage that type of behavior.

Exhorting employees to "think outside the box" doesn't create innovation. Design Thinking is a proven set of steps that does.

WHO?

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INNOVATION INSTITUTE COURSE

Organizational Audit

A review and analysis of the current state of innovation process and culture in your organization.

Design Thinking Bootcamp

A one-day event to kick off our work within the Design Thinking Framework.

Five-Week Innovation Intensive Series

Partnering with a non-profit to provide the "problem." Includes Discovery, Findings, Prototyping, Feedback and Presenting.

Process and Culture Workshop

Incorporating Design Thinking into your organization.

Organizational Roadmap

A re-assessment of state of innovation process and culture in your organization, recommendation for next steps and a roadmap for year one.

Want to start smaller?

A great introduction is the one-day Design Thinking Bootcamp. This is a hands-on event, appropriate for any role, where we practice Design Thinking by doing. We work on a real-world problem, using empathy, rapid prototyping and testing to achieve unexpected results.

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