

# Delivering Great User Experience: Connecting Strategies, Stories and Requirements

March 7 & 8, 2012  
Portland, Oregon

Presented by:



## Workshop Leader



**Debra Lavell**  
*Program Manager at Intel Corp and Senior Associate of the Program Management Academy*

With over 15 years experience in Requirements Engineering, lifecycle management, organizational learning and user experience, Debra brings best practices and real life product development stories to illustrate what works and what to avoid!

"Debra put together a program tailored to our needs and current level of requirements development maturity that improved our ability to communicate product and system level requirements across functional groups. Her presentation was professional, engaging and interactive, participants worked through problems and used real-life examples from own work to develop their requirements authoring skills."

*Perry Hunter, Tektronix*

- *You can't be Apple® - but you can deliver great user experience. This **interactive** two-day workshop will provide practical techniques to define, document & deliver product requirements starting with user experience.*
- *Includes best practice methods & templates to take back and use right away!*

## LEARN:

- The inter-relationship between user experience, use cases and requirements
- The importance of the whole user experience – beyond technology to address human emotions and senses
- How to turn usage concepts into verifiable product and service requirements
- How to manage requirements to reduce mistakes, unnecessary features and expensive re-work
- How to apply these techniques in both traditional and agile frameworks

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# Workshop Agenda – Day one

## Focusing on User Experience

### 8:30 – 10:30 **Let's get started!**

- Kick-off, introductions & agenda review
- Overview of the User Centered Design Process
- Product concept– students will be given a “case study” for a user focused product to solve a growing problem for foreign university students
- How to establish a killer product – must have a clear and compelling vision
- How to keep the vision alive during the long product/service development process

### 10:30 – 10:45 **Break**

### 10:45 – 11:15 **Exercise 1: Create a product vision statement based on the product concept**

### 11:15 – 12:00 **Storyboarding: how and why**

- Structure and components to create a useful storyboard

### 12:00 – 1:00 **Lunch**

### 1:00 – 1:45 **Exercise 2: Develop a set of storyboards for their product concept**

### 1:45 – 2:30 **Why are simulations, prototypes and sketches critical to the success of a product?**

- What makes a good simulation/prototype/sketch?

### 2:30 – 3:30 **Exercise 3: Construct a series of paper prototypes for their product concept**

### 3:30 – 3:45 **Break**

### 3:45 – 5:00 **Pull it all together with a conceptual model**

### **Exercise 4: Develop a conceptual model for their product concept**

# Workshop Agenda – Day two

## Focusing on Product and Service Requirements

8:30 – 10:30 **Evolve the conceptual model into requirements**

- Connecting UCD to requirements
- Define “What are GREAT requirements?”
- Why use cases are so helpful
- **Exercise 1: Develop simple use case for their product concept**

10:30 – 10:45 **Break**

10:45 – 12:00 **The Requirements Writing Process**

- Connecting the whole user experience
- How to write clear, concise and measurable functional and non-functional requirements
- Applying techniques appropriate for your environment (traditional or agile)

12:00 – 1:00 **Lunch**

1:00 – 2:00 **Exercise 2: Let’s practice writing a few requirements**

2:00 – 3:00 **The Requirements Management Process**

- Introduce the fundamentals of requirements management
- Sources for requirements changes and why traceability is important
- Eight step process for requirements change control
- **Exercise 3: Change Happens!**

3:00 – 3:15 **Break**

3:15 – 5:00 **Putting it all together**

- Create a User Experience focused Requirements Specification & Management Plan based on their product concept
- Know where to find more information

# Registration and Information

## Workshop Details

**DATES/TIME:** The workshop will be held March 7-8, 2012. The session runs from 8:30 AM to 5:00 PM each day.

**LOCATION:** The workshop will be held at the **Courtyard by Marriot**, 15686 SW Sequoia Pkwy, Tigard, OR 97224

**WORKSHOP FEE:** \$1,295 Fee includes program materials, luncheons, refreshments, and networking reception

**DISCOUNTS:** \$300/Person early bird discount is available if registered before February 3, 2012. A 10% group discount is available for 3 or more registrants from the same organization

**HOTEL DISCOUNT:** The Courtyard by Marriot offers a discounted rate for workshop participants

**ATTIRE:** Business casual

## 3 WAYS TO REGISTER

### On-line:

- Click [here](#) to register
- Or type into your browser:  
[www.regonline.com/deliveringgreatuserexperience](http://www.regonline.com/deliveringgreatuserexperience)

### See our website:

- [www.programmanagement-academy.com](http://www.programmanagement-academy.com)

### Contact Us:

- 1-888-634-1182
- [info@programmanagement-academy.com](mailto:info@programmanagement-academy.com)



2-day course = 14 PDU's

## About the Program Management Academy

The Program Management Academy was created to help companies, organizations, and individuals better understand the principles of program and business management and to improve their practices. The primary goals of the Program Management Academy are: (1) To increase the awareness of program management as a critical business function; (2) To provide training, coaching, and consultation for individuals, teams and organizations; and (3) To perform research and continued publication to further evolve program and business management practices worldwide.

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