

## Louis Rosenfeld



Louis Rosenfeld is an independent information architecture (IA) consultant, and founder and publisher of Rosenfeld Media ([www.rosenfeldmedia.com](http://www.rosenfeldmedia.com)), a publishing house focused on user experience books. He has been instrumental in helping establish the fields of information architecture and user experience, and is

sometimes referred to as a 'father of IA'.

With Peter Morville, Louis co-authored the best-selling book, *Information Architecture for the World Wide Web* (O'Reilly, 1998; 2nd edition, 2002; 3rd edition, 2006), Amazon.com's "Best Internet Book of 1998". With over 120,000 in sales, it has been acclaimed as a classic and is used as a standard text in many graduate-level classes. Louis has contributed regular columns for *CIO*, *Internet World* and *Web Review* magazines, and has written and edited numerous other books, chapters, and scholarly articles.

## James Kalbach



James Kalbach is the author of the best-selling book *Designing Web Navigation* (O'Reilly, 2007). He works as a User Experience Designer at LexisNexis, a leading provider for legal information and news & business information. Previously, James was Head of Information Architecture with Razorfish Germany. He holds a

Masters of Library Science from Rutgers University, as well as a Masters in Music Theory and Composition.

James is an active speaker on user experience and information architecture, and he help found a regional IA group in Germany. He is also an editor with Boxes and Arrows ([www.boxesandarrows.com](http://www.boxesandarrows.com)), a leading online journal for user experience information.

**May 18, 2009 (9:00-17:00) – Workshop I**  
**„Enterprise Information Architecture“ Louis Rosenfeld**

**May 19, 2009 (9:00-17:00) – Workshop II**  
**„Commercial Ethnography“ James Kalbach**

**May 20, 2009 (9:00-17:00) – Workshop III**  
**„Personas and Mental Models“ James Kalbach**

### Price

Each workshop is **€ 680** (19% VAT not included).  
 Handouts, coffee, lunch, snacks and drinks are included.

### Reduced Rates

Early Bird: **€ 80** reduction per workshop for registrations before April 03, 2009

Additional reduction – ONE of the following:

**€ 50** reduction for each workshop for participation in two or more workshops OR

**€ 50** reduction for each workshop for the second or more employees from the same firm.

### Location

Empire Riverside Hotel  
 Bernhard-Nocht-Straße 97  
 D-20359 Hamburg  
 Fon +49 (0) 40 / 31 11 9 – 0  
[www.empire-riverside.de](http://www.empire-riverside.de)

### Registration (Seats Are Limited)

To register, please visit [www.uxworkshops.com](http://www.uxworkshops.com)

### Workshop Organiser

NetFlow improves the user experience of websites, software, products and services. Our consultant services include field research, user interviews, usability tests, expert reviews, creativity techniques and other user experience design methods.

### NetFlow – Karen Lindemann

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# UX WORKSHOPS

May 18-20, 2009  
 Hamburg

Enterprise Information Architecture  
**Louis Rosenfeld**

Commercial Ethnography  
**James Kalbach**

Personas and Mental Models  
**James Kalbach**

## Workshop I: Enterprise Information Architecture

Louis Rosenfeld

Developing a unified web site or intranet for a large, decentralized organization is the Holy Grail for many of today's Internet professionals. This day-long seminar is for managers and web professionals who desperately want to tie together content in a rational, user-centered way, regardless of content ownership issues, cultural hurdles, and turf battles.

This advanced information architecture seminar combines lecture, demonstration and exercises, discussion, and handouts to address a topic that bewilders every large organization: designing unified information architectures for large enterprises.

You will learn to:

- ▶ Develop main pages and other upper-level „portal“ components that convey a single cohesive organization, not a collection of warring business units.
- ▶ Use metadata and contextual navigation to help users move from one content-rich page to another, regardless of which business unit manages that content.
- ▶ Design search interfaces for improved access to content stored in organizational „silos“.
- ▶ Better implement an enterprise-wide information architecture through appropriate research and design methods and improved governance.

During the day, we'll cover these topics:

- ▶ Overview of enterprise information architecture (EIA)
- ▶ EIA from the **top-down**: taxonomies, guides, and other techniques for unifying departmental content
- ▶ EIA from the **bottom-up**: content models and metadata to enable contextual navigation from page to page
- ▶ EIA and **search**: indexing cross-departmental content, presenting results consistently
- ▶ EIA and the **organization**: models for rolling out an enterprise information architecture, staffing it, and paying for and managing it in a distributed corporate environment

## Workshop II: Commercial Ethnography

James Kalbach

Ethnographic research methods have many potential advantages for businesses, including helping to:

- ▶ Increase insight into customer behaviour
- ▶ Make the real world visible for the entire organisation
- ▶ Discover product enhancements, reveal differentiators, and point to new business models
- ▶ Identify opportunities for innovation

In this course, you will learn about practical skills needed to conduct an ethnographic study from beginning to end.

The course outline walks through each phase step-by-step:

- ▶ **Evangalise**: To get buy-in, demonstrate the value of ethnography by making a sound business case. You will learn the key arguments to make to get support, as well as the background and history of ethnography.
- ▶ **Prepare**: Planning an ethnographic study is similar to other research techniques, but with some important differences. You'll find out about the details of preparing for ethnography, including how to scope a study for maximum business impact.
- ▶ **Conduct**: Commercial ethnography relies on observational interviews at the participant's place of work. Through practical exercises, you'll learn interview techniques and how to conduct a study.
- ▶ **Analysis**: The analysis phase is the most difficult part of a study. This is where you can easily go over time and budget. You'll hear about ways to analyse of your data both effectively and efficiently.
- ▶ **Ideate**: You must make your findings actionable. To do this, hold a workshop with stakeholders to bring the findings to life. This part of the course will show you concrete ways to present your findings and to involve people in creative brainstorming.
- ▶ **Validate**: Iterate your understanding of users' work by confirming findings with a sample of users.

This workshop complements Workshop III, but can be taken individually.

## Workshop III: Personas and Mental Models

James Kalbach

Communicating user research effectively is critical for user-centred design. This full-day course has two parts that show how to bring your research to life:

**Part 1: Personas** – Personas have become a mainstream design tool. There's even a growing body of literature on the subject, including two full-length books. But there are also misconceptions and misuses of personas in the field.

This course will begin by outline the importance and the use of personas. You will then be presented a simplified technique for consistently creating a balanced set of personas that is relevant to your business needs.

You will learn:

- ▶ About the history and application of personas
- ▶ How to segment personas along the most important aspects of your target groups
- ▶ How to write effective persona documents
- ▶ How to use personas effectively in daily work

**Part 2: Mental Models** – The term „mental models“ means different things to different people. In this workshop, we use the term broadly to refer to any technique used to understand the behavioural, cognitive, and emotional states of users.

You will learn about some of the leading tools to both capture and reflect mental models, including:

- ▶ **Scenarios**: These are written descriptions of users' actions and thoughts used to envision an ideal future.
- ▶ **Behaviour Models**: Based on a phased approach of understanding user behaviour, you'll effectively map features and requirements to user needs.
- ▶ **Alignment Diagrams**: This is a particular methodology pioneered by Indi Young in her book of the same name. You'll learn how to create these diagrams and use them in your work.

This workshop complements Workshop II, but can be taken individually