



Information on Seminars/Workshops/Classes and Rates Thom Haller, Info.Design

Seminar/Workshop/Classes	Duration
“Brownbag” Workshop	One hour (w/prep, materials, follow-up)
Usability Seminar	Two hours (w/prep, materials, follow-up)
Executive Session	Two hours (w/prep, materials, follow-up)
Three Hour Usability Review & Checklist	Three hours (w/prep, materials, follow-up)
Advanced Website Analysis/Heuristic Report	Three hours onsite, Two week turnaround
Content/Usability One-on-One Problem-Solving	One day (w/prep, materials, follow-up)
One-Day Workshop: Structuring Information	One day (w/prep, materials, follow-up)
Two-Day Workshop: Structuring Information	Two days (w/prep, materials, follow-up)

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One-Hour “Brownbag” Workshop: Helping Users GAIN

Information supports users when it is graphically focused, action-oriented, interconnected, and navigable. In a one-hour seminar, Thom introduces participants to research and stories about what happens to us when we process information, and how we can improve our structures for e-learning, e-commerce, and e-government to help our customers get their jobs done.

Details:

“Brownbag price” \$675* (3 hrs including prep, on-site work and materials).

Number of participants: Unlimited

***Note on Pricing**

I prefer to work in the city. I do travel, but generally charge 10% more for outside the District and add an additional \$100 hr. travel fee for beyond the beltway. Typically, I'll add 1K for air travel; plus expenses.

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Two Hour Usability Seminar Structuring Information with the User in Mind

Research shows that web sites are more effective when they are built using user-focused strategies. This seminar is designed for a newcomer to thinking like the user (such as your boss), or for an “old-timer” who wants to better articulate why a user-focused foundation is essential. In this seminar, Thom provides research results on how a user-focused site can help your customers find information, use it, and appreciate the experience. Your bosses will benefit from this two-hour seminar because they will see tangible reasons why this matters to them. Seminar feedback from previous participants: “Very engaging and interesting;” “It provides some straight forward tools that can taken away and applied,” “Straight forward” “Great fun.”

Details:

Seminar price: \$1,125* (5hrs including prep, on-site work, materials and follow-up).

Number of participants: **unlimited**

Two Hour Executive Session: Structuring Information to Improve Organizational Performance

Both business and Government emphasize increased performance. We want to be more customer/citizen focused. And we want to be more cost effective. We can respond to that mandate but improving a “hidden cost” – the structure of the information. Research shows that by improving the quality of the information, we can improve organizational performance and increase trust.

Details:

Executive session price \$1,125* (5hrs including prep, on-site work, materials and follow-up).

Number of participants: Typically a small group

Three Hour Usability Review

Usability means that people who use the product can do so quickly and easily to accomplish their own tasks. But we seldom watch a new user try to use our Internet/Intranet products to get their jobs done. And if we did, what would we see? In a two to three hour usability review, Thom Haller will introduce principles of how people process information, and then – as a new user, enter your site(s) and try to get his jobs done. He will provide a verbal “educational analysis” so you understand the research that underlies his actions. Participants will work together to build a *Recommendations Checklist* that can be used in planning.

Details:

Usability review price \$1,350* (6hrs including prep, on-site work, materials and follow-up).

Number of participants: Typically a small group

Advanced Website Analysis with Heuristic Report

Our Advanced Website Analysis with Heuristic Report uses the **Three Hour Usability Review** as its foundation, but incorporates an additional reviewer. In this analysis, the reviewer breaks down the user's thinking and experience into fifteen measurable "rules of thumb" (heuristics).

For each heuristic, we assess severity in terms of frequency, impact, and persistence. We then tabulate the results to show priorities. The advanced report re-creates Thom's experience by providing a brief narrative synopsis of each task he undertakes. It then summarizes the results within the framework of user challenges and recommendations for improvement.

Benefits

This analysis enables you to set priorities as you try to improve the user's experience.

Deliverables

We tape the session where Thom as a user tries to find his way through information. We use this tape to provide a narrative of Thom's experiences. (We can also watch real users in support of this task). The analysis team reviews the tapes while revisiting the site and assesses user challenges.

The 15-20 page report is typically organized into five sections: 1. Background; 2. Summary of User Experience (Narrative); 3. Heuristic Analysis; 4. Recommendations Detail; and 5. Recommendations Checklist.

As part of your investment, we will present the findings in person during a meeting that typically lasts 1 hour. Raw digital footage of the user experience and edited footage is available at an additional cost.

Cost*

\$4,500 for analysis and report (20 hrs)

\$5,175 for analysis, report, and analog tape (23 hours)

\$5,850 for analysis, report, and edited digital CD or analog tape (26 hours)

**Content/Usability Workshops: One-on-One Problem Solving
One Day: 6 hours**

In content/usability workshops, Thom works with participants one-on-one. (Typically, we work in an environment of two to eight participants.) In this workshop, we discuss strategies for thinking like the user and then delve into the structure and content in participants' websites. We evaluate the sites based on performance (not preference) and we use an evaluation tool to identify challenges for finding/using information, based on usability heuristics. Participants have the opportunity to identify individual goals and work to accomplish these goals. Participant feedback: "like a private consultation, almost;" "I'll be able to justify my site redesign and then plan for the redesign;" "It gives a good outside perspective of one's site." (Thom's comment: "I like the opportunity to work with people one-on-one.")

Details:

One-Day Workshop price: \$2,475* (11hrs including prep, on-site work, materials and follow-up).

Number of participants: 1-8

Structuring Information with the User in Mind One-day Course with emphasis on information architecture processes or on structuring web content)

Can't spare the time for the two day course outlined above? This one-day workshop will provide you with an accelerated overview of the topic "structuring web content." When asked what they liked most about the class, recent attendees at a one-day workshop had this to say: "The instructor was easy to follow and easy to listen to;" "The instructor was great!" "Both the instructor and the workbooks came with lots of ideas and references" and "The materials will be helpful back at my desk."

Details:

One-Day Workshop price—your office: \$2,925 (13 hours including prep, on-site work, materials & workbooks).

(\$3,925 at Info.Design's Training Facility--contact us for details).

Number of participants: 3-8

Additional participants: \$250 each

No more than 12 participants preferred; 10 @ Info.Design facility

Each student receives a copy of 8-module training manual:

http://www.infodn.com/tea_wwwkbk.shtml

Structuring Information with the User in Mind (8-Module Training Courses with emphasis on information architecture processes or on structuring web content)

Two Days: 12 hours

Organizations have discovered that successful websites enable customers to find information, use it, and appreciate the experience.

As web users, we step into an environment where we often try to gather specific information so we can apply it in our work. But instead of accessing information easily, we are thwarted by the visual presentation that confuses us. We face labels and categories that don't match what we know.

As writers, we are challenged to improve the structure of information on our web sites. We are challenged to find ways we can involve users – not to get their preference on a site, but to learn how they make decisions and use the information we've presented.

Structuring Information with the User in Mind enables participants to look at information structure from the perspective of the user and then structure content with the user in mind.

As a participant, you will:

- Explore users' perspectives of the web environment
- Learn strategies for creating performance-based structures instead of preference-based structures
- Discover why web writing is "visual writing" – and a structure for remembering graphic "guidelines"
- Identify strategies for "chunking" and "architecting" information
- Explore techniques for layering text
- Organize information in user-friendly formats
- Rewrite print materials to take advantage of the web
- Work on content challenges in own materials.

Details:

Two-Day Workshop price—your office: \$4,500 (20 hours including prep, on-site work, & workbooks).

(\$5,500 at Info.Design's Training Facility—contact us for details).

Number of participants: 3-8

Additional participants: \$250 each

No more than 12 participants preferred; 10 @ Info.Design facility

Each student receives a copy of 8-module training manual:

http://www.infodn.com/tea_wwwkbk.shtml

Details on Training Manuals

We have three eight-module workbooks designed to help others structure information with the user in mind. Sold online at \$60, the book is provided in the cost of the two-day workshops.

You can select among three options:

- Writing for the Web – Designed for the content writer and editor, provides instruction on how to visually structure information and help users see connections.
- Information Architecture for the Web – Designed for individuals who make decisions on designing large scale web sites. Explores why structure matters.
- Structure: Information Design for Print and Web – Designed around the framework of helping users GAIN, and offers a structure for crafting products that meet the user’s needs.

Each manual is available to seminar/workshop participants at 25% off. Further details online: http://www.infodn.com/tea_wwwkbk.shtml Or contact Thom Haller: thom@infodn.com

Details on Thom and Info.Design

Thom Haller, teacher, speaker, writer, and user-advocate helps organizations and Government agencies improve the structure of electronic and print information and measure improvements in individual and organizational performance.

Thom teaches Information Architecture courses as part of a ten-week program through USDA Graduate School, where he received the prestigious USDA Faculty Excellence Award. He also teaches courses in Writing for the Web, Information Engineering, Information Design, Creative Nonfiction Writing, Business Writing, Technical Writing, and other understanding-focused courses. He is an instructor with The University of Maryland’s Professional Writing Program, Johns Hopkins University’s Professional Communication Program, and Georgetown University’s Center for Professional Development.

In 1996, Thom founded Info.Design, Inc. (a consultancy and think tank) to explore strategies for presenting information so it’s easily understood. Thom and his team of colleagues help organizations learn the fundamentals of information structure and user experience. He enrolls people in user-focused thinking and enables organizations to improve structure, following a strategy of progressive success.

Info.Design’s clients include, USDA Economic Research Service, Smithsonian Institution, U.S. House of Representatives, U.S. Department of Health and Human Services, World Bank, International Monetary Fund, AARP, National Education Association, D.C. Bar, Corporation for Public Broadcasting, and University of Maryland University College. Thom can be reached at thom@infodn.com.

Summary Sheet: Info.Design Seminars and Workshops

Seminar/Workshop/Classes	Rate
One-hour “Brownbag” Workshop	\$675
Two-hour Usability Seminar	\$1,125
Two-hour Executive Session	\$1,125
Three-hour Usability Review & Checklist	\$1,350
Advanced Website Analysis/Heuristic Report	\$4,500-5,850
Content/Usability One-on-One Problem-Solving	\$2,475
One-Day Workshop: Structuring Information	\$2,925
Two-Day Workshop: Structuring Information	\$4,500

Contact Thom (thom@infodn.com) to structure variations of these workshops to meet your specific needs. He will be happy to provide coaching for employees or enlist additional information architecture consultants to restructure content with the user in mind.