

**WE202**

WEBMARKETING

NEW COURSE

# Ergonomics of Web interfaces for optimal user experience

 New course**DURATION**  
**3 DAYS****REGULAR FEE**  
**1 435 \$****PREFERENTIAL FEE**  
**1 290 \$**

## Objectives

To provide the knowledge and skills required to understand the challenges of Web ergonomics, structure the contents of a site, define an ergonomic navigation system, visually organize Web pages and understand methods of ergonomic analysis.

## Targeted audience

Marketing managers, communication managers, Web site designers, project heads, editorial managers, graphic designers and webmasters.

## Prerequisite

None.

## Content

- Basics of ergonomics: properties of a good interface, ergonomic criteria, evaluating a Web site
- Knowing the user: methods for analyzing user navigation habits
- Product design: content strategy, metrics of success
- Organizing content: information architecture, navigation systems, research properties
- Designing the interface: mock-ups and prototypes, screen templates, constraints, responsive Web design
- Testing methods: AB testing, User Testing, RITE Guerrilla

## General Note

60% Theory / 40% Practice Acquired skills are tested throughout the semester using workshops, application of notions and concepts addressed during the course.

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<http://www.technologia.com/en/information-technology/webmarketing/web-strategies/ergonomics-of-web-interfaces-for-optimal-user-experience/>

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## Select the training date\*

Virtual Classroom

July 15 to July 17 2020