
UPA 1999 Conference—Horizons to the Future

About the UPA

The Usability Professionals' Association was formed in 1991 to provide a means for usability professionals to share information and exchange ideas about usability methods and methodologies, tools and technology, skills and skill development, and organizational issues that may impact on the success of usability evaluation.

Professionals come from a variety of industries, including computer hardware and software, telecommunications, retail, insurance, government agencies, consumer product companies, and consulting firms.

The UPA conference provides practitioners with the opportunity to network and exchange information with usability professionals from the U.S. and the rest of the world. The conference is oriented toward the practical so attendees can take ideas back to their offices and put them to work immediately to improve the efficiency and effectiveness of the usability practices.

The UPA's quarterly newsletter, *Common Ground*, is a vehicle for exchanging ideas, experiences, thoughts, concerns, and insights regarding usability evaluations. Members are encouraged to submit articles or announcements on usability-related issues to the UPA offices (at the address below).

Contact information

If you'd like to become a member of the UPA or have additional questions, contact:

Usability Professionals' Association
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Westmont, IL 60559

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Fax: (630) 655-0391

E-mail: office@upassoc.org

Web: <http://www.upassoc.org>

Conference planning committee

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Letter From the President

Are you a champion for usability in your organization? Are you ready for some inspiration, new ideas, and support to help you do your job? The 8th Annual Usability Professionals' Association conference (UPA) is just what you need, and it will soon be here. We're excited to share with you this advance look at the program for the conference.

The theme of the 1999 conference is "Horizons to the Future" - appropriate as we share our experiences as usability professionals and plan for our role in our organizations and industries in the new millennium. The theme also reflects the dramatic natural landscape we will enjoy from high in the Sonoran Desert at the world-renowned Phoenician Resort in Scottsdale, Arizona. The Phoenician promises to provide us with a comfortable and luxurious setting in the midst of the rugged beauty of the Camelback Mountains.

The UPA continues to actively promote growth and diversity in our membership. We want to attract new usability specialists, experienced usability practitioners, as well as professionals from other disciplines who can benefit from membership in the UPA. Our program this year features a variety of topics that will make the conference a rewarding experience for everyone who attends.

We have added or expanded several offerings for the 1999 conference. In response to requests from our members, we have decided to significantly expand our tutorial selection. These tutorials represent some of the best professional educational opportunities available to learn more about usability.

We are also pleased to introduce business case studies into our conference program for 1999. The conference will continue to include exciting speakers on the cutting edge of industry trends, reports on current work being performed by your peers at other companies, thought-provoking workshops, and late-breaking posters. As always, the UPA conference will continue to emphasize interaction among attendees, with opportunities for sharing ideas at breaks and meals, and during conference sessions, where organizers are asked to reserve one-third to one-half of the total session time for audience participation.

Please join us in Scottsdale. We're looking forward to what you have to say!



Mary Beth Rettger
President
Usability Professionals' Association

Corporate sponsors

We encourage corporations to demonstrate their commitment to usability by becoming sponsors of the UPA conference. Several sponsorship opportunities are available. As a Conference Patron (\$10000), your organization will be recognized as a leading advocate for usability. Your company's name and logo will be featured prominently throughout the conference planning and delivery process, and on our Web site. Your organization will also receive two complimentary registrations for the conference. Gold (\$8000), Silver (\$3000) and Bronze (\$1500) sponsorship options are also available.

Please see the UPA Web site for more details about sponsorship, or contact the UPA Administrative Office at (630) 655-1647.

The UPA extends a special thank-you to the corporate sponsors for this year.



Conference at a glance

Tuesday, June 29	Tutorials & workshops Design tours
Wednesday, June 30	Tutorials & workshops Design tours Exhibits & posters Newcomers reception Opening reception
Thursday, July 1	Breakfast Keynote address: <i>Tom Landauer</i> Presentations, exhibitions & lunch Museum tours Special interest groups Dinner at Jokake with speaker <i>Brenda Laurel</i>
Friday, July 2	Breakfast Presentations, exhibitions & lunch Museum tours Closing reception

How to register

This year we are offering significant discounts for early registration. See details on the registration form. Mail or fax the form to Prestige Accommodations or, register via our Web site www.UPAssoc.org.

Exhibitors

As in past years, exhibitors will have space at the conference to set up and show their offerings. If you are interested in having space for exhibiting or recruiting at this year's conference, contact Dave Mitropoulos-Rundus, the Exhibitor Chair at Metrorun@aol.com.

Dedicated space for SIGs

Goodbye noisy lunchtable meetings . . . This year we are pleased to offer dedicated meeting space for a number of Special Interest Groups (SIGs). SIG organizers will be able to apply for one of eight available slots for those groups who want to get together to brainstorm, share data, or problem-solve. Announcements on how to apply will appear on the UPA web site www.UPAssoc.org and will also be sent via email to popular mailing lists and to current UPA members. Information on the confirmed SIGs will appear in the final conference program. For more information, contact Laura L. Downey at ldowney@vignette.com.

Student volunteers

The UPA welcomes students to participate in the conference. As in past years, the Conference Committee will depend on student volunteers to help out during the conference. Students can attend the conference for just \$110 (which includes the price of meals and conference materials) in exchange for 8 hours of work during the conference. There will be various jobs for students to do: preparing conference materials, working at the registration desk, helping the presenters during sessions, etc. All of these jobs are a great way for students to meet professionals in the usability field.

If you are interested in being a student volunteer, please fill out the registration form and someone will contact you with more information. If you have a contact at a university, please forward this information. We also offer a discounted student registration rate on students who are not able to volunteer.

Workshops

Note: Visit our Web site, www.UPAssoc.org for more details on the workshops and information on how to apply.

Workshop 1: Towards a Framework of Experience and Interaction

Shannon Ford, Jodi Forlizzi

Tuesday, June 29, 1999

Wednesday, June 30, 1999

8:30 a.m. – 5:00 p.m. (both days)

Note: This is a Two-day workshop

In this workshop we will work towards a theory of interaction design as it relates to human experience. We will map the theories of interaction and experience as they exist today, in order to work towards a taxonomy of experience and interaction. Participants should bring product examples and case studies. We will try to understand implications for product design and usability processes.

Contact: Shannon Ford
(312) 640-4450
sford@elab.com

Workshop 2: New Methods and Practices in Usability Testing

Joseph Dumas, Ginny Redish, Jeff Rubin

Tuesday, June 29, 1999 8:30 a.m. – 5:00 p.m.

The purpose of the workshop is to gather and disseminate information about new methods, tools, contexts, and issues in usability testing. The workshop goals are to: 1) bring together usability specialists with experience in new testing methods; 2) decide whether these methods constitute a new vision for testing; and 3) decide on ways to disseminate this information to practitioners. The organizers will lead a one-day session that will include group discussions of new methods and practices in testing and whether current practices have evolved from earlier methods or constitute a revolution in methodology.

Contact: Joseph Dumas
(978) 371-5885
e-mail: jdumas@air-ne.org

Workshop 3: Cultivating a Climate for Creativity and Successful Design

Russell J. Branaghan, Karen Evans, Colette Motl

Tuesday, June 29, 1999 8:30 a.m. – 5:00 p.m.

When designing successful products, usability is not enough. A truly successful product will meet different success criteria for users, usability professionals, marketing professionals and other stakeholders. Our work takes place in a much larger context than simply usability. Our success is directly tied to understanding that context, and understanding the organizational requisites for product success. This workshop is aimed at identifying those factors, as well as the issues and challenges around them. We will discuss skills, roles, organizational structure, culture, communication, and personalities in interdisciplinary organizations that create successful products. We will also address how usability professionals can help to foster this success.

Contact: Russ Branaghan
(614) 841-2182
russell_branaghan@fitch.com

Workshop 4: Integrating Human Factors into Object-Oriented Development

Ahmed Seffah and Daniel Engelberg

Tuesday, June 29, 1998:30 a.m. – 5:00 p.m.

The goal of the workshop is to explore methods for integrating model-based task analysis methods (and usability methods in general) with the use-case approach of object-oriented development methods. In particular, we will address:

- the comparison and synthesis of task analysis and use cases
- communication and collaboration techniques that usability specialists can use when working with object-oriented development teams, including strategies for promoting usability and integrating it into the development process at an organizational level
- practical industrial experiences with the above issues

Contact: Daniel Engelberg

Phone 514-840-1234

e-mail: engelber@crim.ca

Workshop 5: Crossing the Chasm: A Methodology Framework for Promoting Usability in the Software Development Community

Charles B. Kreitzberg, Whitney Quesenbery

Wednesday, June 30, 1999 8:30 a.m. – 5:00 p.m.

A major challenge facing the usability profession is positioning user-centered design as a mainstream component of software development practice. A barrier to wider practice of user-centered design is a lack of detailed understanding about the user-centered design process and how UCD techniques fit into larger software development methodologies. This workshop will explore the development of a standard UCD Framework that provides software developers with a complete, comprehensive, step by step framework that lays out a “generic” but detailed approach to the user-centered design process. A plan for promoting the framework, derived from Geoffrey Moore’s “chasm model” will be developed.

Contact: Charles B. Kreitzberg

(609) 799-5005 voice

e-mail: charlie@cognetics.com

Workshop 6: A Pattern-Supported Approach to User Interface Design

Asa Granlund, Daniel Lafreniere

Wednesday, June 30, 1999 8:30 a.m. – 5:00 p.m.

Patterns describe generic solutions to common problems in context. For the past years, design has been the sole focus for patterns. During this workshop, we propose a pattern-supported approach to UI design as a starting point for discussion and exploration, addressing patterns not only at the design phase but before it. For instance, we propose patterns for system definition, task analysis, and conceptual design. We think of these patterns as a unique way to capture and communicate knowledge from previous designs.

The goal of this workshop is to share thoughts on how to apply patterns throughout these phases from a usability engineering point of view. A case study will be used as a concrete reference.

Contact: Daniel Lafreniere

(418) 681-0555

e-mail lafrenid@gespro.com

Workshop 7: Product Designers and Product Users: Understanding Conceptualizations Across The Great Divide

Lillie Jenkins, Mike Prasse

Wednesday, June 30, 1999

8:30 a.m. – 5:00 p.m.

Developers and designers create products that consumers either use or ignore. For decades professionals have struggled to understand users' willingness or unwillingness to use a product. Researchers in the fields of psychology, engineering, computer science, linguistics, and information science have investigated this question using such techniques as task analysis, usability testing, and semiotic system analysis. Still, the question of "For whom was this system designed, anyway?" remains a point of contention. Does the designer conceptualize a product with the user in mind according to cognitive task analyses and requirements gathered? Does the user continue to find that a new system is not useful for his/her purposes and/or must formulate ways to work with the useless features? Designers sometimes ponder customer work-arounds and/or abandonment of a system. Users, on the other hand, find themselves forced into work-arounds in the face of having to use a cumbersome product. These actions lead each "camp" to ask, "What were they thinking?"

Contact: Lillie Jenkins

(614) 764-6122 or (614) 292-3400

jenkinsl@oclc.org

Tutorials

Note: Visit our Web site, www.UPAssoc.org for more details on the tutorials and backgrounds of the instructors.

T1: The Art of Seeing: Observational Techniques for Learning about Users and Their Work

Susan M. Dray

Dray and Associates, Inc.

Tuesday, June 29 8:30 a.m. - 5:30 p.m.

Learn how to observe users and their work by practicing naturalistic observation and contextual inquiry. Learn about other methods and how to adapt them to your project needs. Find out the nitty-gritty details that make observations successful and hear about examples from experience.

T2: Industry Standard Usability Tests

Nigel Bevan, Ian Curson

Serco Usability Services

Tuesday, June 29 8:30 AM – 5:30 PM

This tutorial will explain how to test and report usability based on the Industry Standard Usability Test Report format. This format is currently being agreed between major software suppliers and purchasers in an initiative coordinated by NIST. The tutorial will highlight the differences between usability testing to obtain design feedback, and the more stringent requirements of usability testing to report usability measurements. Participants will learn how to use an established usability measurement methodology as a basis for producing reports. In addition, the benefits of measuring usability as part of a user-centered design process will be explained.

T3: Case Study: Developing a User Site Visit Plan

JoAnn Hackos

Comtech Services, Inc.

Tuesday, June 29 8:30 AM – 5:30 PM

This tutorial introduces you to creating detailed user site visit plans and turning those plans into guidelines for those conducting the study.

T4: Usability Engineering and Health Care: Opportunities, Issues, and Methodologies

John W. Gosbee, MD, MS

Michigan State University – Kalamazoo Center for Medical Studies

Tuesday, June 29 8:30 AM – 5:30 PM

More and more organizations are interested in applying usability engineering to the development of health care information systems. This tutorial is designed to accelerate this movement towards usable and useful health care information systems, which, in turn, will benefit end-users in hospitals, clinics, and other medical settings. Tutorial participants will learn about 1) issues in health care that are important to proper HCI design; 2) opportunities and training needed to become a specialist in usability engineering and healthcare; 3) barriers to accomplishing usability activities in health care; 4) practical tips and tricks; and 5) hard-to-find case studies.

T5: Design and Rapid Evaluation of Usable Web Sites

Gene Lynch, Susan Palmiter

Design Technologies, Inc.

Tuesday, June 29 8:30 AM – 5:30 PM

The tutorial begins with a scenario-based design process for usable web sites. Four simple graphic design rules for improving usability are presented. Existing web design guidelines and how to develop custom guidelines are discussed. Key usability principles are interactively explored with real web sites.

A consensus of web usability issues is developed and the space of web site usability mentors is explored. A process for rapid evaluation of web site usability is detailed and interactively applied to live web sites. This scenario-based evaluation process includes an expert-heuristic review and a team usability walkthrough, all executed in a week or less.

T6: The Art of GUI Design

Ellen Story, Patricia Kelton

Gomoll Research & Design, M&I Data Services

Tuesday, June 29 8:30 AM – 5:30 PM

Good design makes for engaging products that are easy-to-use, allowing people to be more productive. The designer's responsibility is to be the user's voice in the development process. GUI platforms and programming tools make it easy for most anyone to lay out user interfaces, but those who are not versed in design risk creating difficult-to-use software, because design is more than layout. In this tutorial, we'll follow a case study to illustrate taking a problem from high-level conceptual design through interaction and visual design to screen layout. We'll discuss design principles and elements along with GUI control usage. Participants will practice what they learn through design exercises.

T7: Cognitive Factors in Design: Basic Phenomena in Human Memory and Problem Solving.

Invited Speaker

Tom Hewett

Tuesday, June 29 8:30 AM – 5:30 PM

Your user's minds are an integral part of your system. Interfaces and documentation should support rather than confuse those minds. This highly interactive session is filled with unforgettable illustrations of memory and problem solving (bring your own brain!). Although there are few hard-and-fast guidelines which are always true for interaction design, you'll increase your store of information needed to make educated design choices and learn to avoid some common errors.

T8: Metaphor Design in User Interfaces: How to Effectively Manage Expectation, Surprise, Comprehension, and Delight.

Aaron Marcus

Aaron Marcus and Associates, Inc.

Wednesday, June 30 8:30 AM – 5:30 PM

In this tutorial, researchers, developers, graphic designers, human factors specialists, and cognitive scientists, among others, will learn what metaphors are, have been, and will be. They will study how they are used to convey system/application/document structures and processes, how metaphorical mappings between one world and another can be explored and shaped for target user communities, and how effective visual communication benefits usability (performance and productivity) and acceptance (preference). Illustrated lectures and video examples will introduce terminology, principles, and guidelines to help participants think out and develop new metaphors for current and future products that make them more intelligible, functional, aesthetic, and marketable.

T9: Conducting Mail, Telephone, and WWW Surveys

Don Zimmerman

Colorado State University

Wednesday, June 30 8:30 AM – 5:30 PM

Usability professionals can use surveys to learn more about product users, to screen potential usability participants, and to gather data during protocol analysis sessions. Tutorial participants will learn how to plan surveys; develop questionnaires; design questionnaires; select population lists; pull samples; build codebooks; code, analyze and interpret data; and avoid the major pitfalls. They will practice writing and critiquing questions, sampling techniques, and interpreting data. Participants will receive a 100+ page handbook of notes, exercises, and bibliography.

T10: Consulting Skills for Usability Professionals

Derek Millard MSHRD, David Gilmore Ph.D.

Derek Millard Associates; IDEO Product Development

Wednesday, June 30 8:30 AM – 5:30 PM

Usability professionals frequently find themselves in internal or external consultant roles -- situations without direct control but where you want to make a difference. Consulting is framed as delivering your expertise into a client -- impacting the client in a way the client values AND your expertise is well used. This participative tutorial focuses on the “how to’s” of successful client relationships. A model for the consulting process and an inventory determining your preferred consulting approach are included. Strategies for situations where there is a mismatch of expectations are explored and positive ways of dealing with resistance are practiced. This tutorial was well received last year.

T11: Win-Win in HCI Design: Eight Strategies for Constructive Resolution of Conflicts

Elizabeth Rosenzweig, Joel Ziff

Eastman Kodak Company, Ziff Consulting Group

Wednesday, June 30 8:30 AM – 5:30 PM

Is the limiting factor in implementing a good HCI technical barriers or human failings? This tutorial offers eight strategies for building effective, efficient, and collaborative development teams able to creatively resolve the inevitable conflicts between people responsible for development, marketing, quality assurance, finance, and HCI. The strategies include: Team-Building (You ARE Me), Assertiveness (Me OR You), Responsiveness (You OR Me), Mentoring (Me FOR You), Asking for Help (You FOR Me), Leading (You WITH Me), Following (Me WITH You), Collaborating (You AND Me). To ensure practical application, we will work with actual problem situations using peer coaching and improvisational theater techniques to develop practical action plans.

T12: Field Studies: The Personal Touch

Kate Gomoll, Eric Bond

Gomoll Research & Design, M&I Data Services

Wednesday, June 30 8:30 AM – 5:30 PM

Successful user-centered design starts with good research. To create a usable application or web site, you need in-depth knowledge of the work you are trying to support, the environment where the work takes place, and the people who do the work. You'll learn about selecting users, cataloging tasks, and developing forms and surveys. You'll see examples of how data from field studies can be visually expressed through one-page deliverables and storyboards, and you'll garner tips for fitting this process into your organization. This course is a hands-on workshop; You'll learn the techniques as you plan and run your own field study.

T13: Practical UCD: How to Introduce, Deploy, and Optimize User Centered Design

Karel Vredenburg, Scott Isensee, Carol Righi

IBM, Righi Interface Engineering

Wednesday, June 30 8:30 AM – 5:30 PM

This tutorial explores practical issues concerning the introduction of UCD into an organization. It covers core principles, education, design, testing, tools, and the deployment of key skills and methods. We will demonstrate and tools for conducting online surveys, recruiting test participants, tracking project information, and recording user feedback.

T14: Designing Usable Web Sites... Now and in the Future

Pawan R. Vora

U S WEST Communications

Wednesday, June 30 8:30 AM – 5:30 PM

This tutorial is intended to help participants improve their contribution in designing usable Web sites now with the current technologies and in the future with more advanced technologies. This will be accomplished in two sessions (3-hours each): 1) providing a review of the fundamental design and methodology issues relating to designing usable Web sites, and 2) introducing and discussing the salient human factors design issues and guidelines associated with the more recent Web technologies such as Cascading Style Sheets (CSS), Dynamic HTML (DHTML), and Extensible Markup Language (XML) for their successful implementation.

Design center tours and museum tours

This year we are excited to offer conference attendees a new program of tours to design centers near Scottsdale. We are also pleased to offer two tours during the conference to nearby museums. The museum tours are intended for the guests and families of conference attendees. All tours will be available on a first-come, first-serve basis. All tours are subject to cancellation if under-enrolled. See our Web site www.UPAssoc.org for more details.

D1 and D2: Air Force Research Laboratory, Human Effectiveness Directorate, Warfighter Training Research Division (AFRL/HEA)

Tuesday, June 29 and Wednesday, June 30 1:00 p.m. – 5:00 p.m.

The AFRL/HEA does testing with pilots to improve the products. On this tour, participants will get to see how they use the simulator lab as part of their overall program.

D3: Taliesin West

Tuesday, June 29 8:30 a.m. – 12:00 p.m.

Taliesin West is the international headquarters for the Frank Lloyd Wright Foundation. Frank Lloyd Wright literally created Taliesin West "out of the desert." He and his apprentices gathered rocks from the desert floor and sand from the washes to build this great desert masterpiece.

D4: Cosanti

Wednesday, June 30 8:30 a.m. – 12:00 p.m.

Cosanti, an Arizona historic site, is located in the heart of Paradise Valley. It blends desert landscaping of cactus, palo verde, and olive trees with earthformed concrete architectural structures. Constructed by students and apprentices, the buildings are experiments in non-traditional construction methods.

M1: Heard Museum

Thursday, July 1 1:30 p.m. – 5:00 p.m.

The internationally acclaimed museum is one of the best places to experience the myriad cultures and art of Native Americans of the Southwest. The Heard's seven spacious exhibit galleries and beautiful outdoor bricked courtyards feature outstanding traditional and contemporary Native American art.

M2: Arizona Science Center

Friday, July 2, 1:30 p.m. – 5:00 p.m.

The Arizona Science Center (ASC) exhibit areas include several themes, each one presenting both science and technology in an interactive format that enables visitors to experience them firsthand. Exhibits focus on science as experienced and applied daily by people in Arizona.

Opening and Poster Receptions

Newcomer Reception	5:00 p.m.-6:00 p.m.
Opening Reception	6:00 p.m. – 8:00 p.m.
Poster Reception	7:00p.m. – 9:00p.m.

If you are new to the UPA conference, join us for a newcomer's reception on Wednesday June 30, from 5:00 p.m.-6:00 p.m. prior to the opening reception. UPA board members will be on hand to greet you and answer questions.

As always, we'll have an opening reception to kick off our annual conference. Sample the variety of cuisine while greeting old friends and meeting new ones.

Then, beginning at 7:00p.m., learn about late-breaking results in our poster session. Presenters will be on hand to discuss their posters with you in this informal setting.

Conference sessions

The 1999 Conference sessions will address:

- Topics pertinent for all levels of usability practitioners, from beginning through advanced.
- Views from highly regarded individuals from other disciplines through a track of invited speakers. This track is highly popular with those looking to move beyond the traditional bounds of usability.
- Business case studies, as described below.
- Practical guidelines for incorporating usability in an organization.
- Rapid and low-cost usability techniques.
- Topics in addition to GUI and web products (e.g. hardware).
- International issues.
- Measuring usability of commercial off-the-shelf packages.

Invited speakers track

The goal of this track is to learn from professionals in related disciplines who are frequently faced with usability and design problems. What we hear will surprise us, challenge us, and break down traditional barriers. Invited speakers complement the more pragmatic offerings of the UPA program with sessions designed to stimulate new associations and relationships. See www.upassoc.org for late-breaking news on invited speakers.

Business case studies

We are pleased to offer Business Case Studies to our Presentation program this year. Business Case Studies present notable user interface designs, with special emphasis on usability engineering issues (task analysis, requirements gathering, prototyping and evaluation). These studies are a unique way of sharing real design experiences and challenges among practitioners.

Keynote Address

Thursday July 1, 1999 8:30-10:00

The World Needs You Desperately

Dr. Thomas Landauer

We all know that computers are amazingly wonderful technology. And we've heard for decades that they are going to improve the world more than the industrial and agricultural revolutions and the printing press combined. Yet during the whole twenty-five years and six trillion dollars of their intensive deployment, labor productivity has improved more slowly than in any previous period for which data exist.

What's going on? Is it a mirage, are the gains there but hidden? Dr. Landauer doesn't think so. He thinks the d..... things are just too complicated and hard to use, and do too little for most people most of the time. The problem is that enlisting computers in useful work requires fundamental design and engineering discipline that has been incredibly neglected out of infatuation with the technology itself.

Simple evaluation of what does and doesn't work can be done even more easily and effectively than many usability professionals think. The big problem is how to get the world to do it. Dr. Landauer will promote this answer: do it well and the world will follow!

Tom Landauer is a Professor of Psychology at the University of Colorado at Boulder, where he is also a Fellow of the Institute of Cognitive Science, an interdisciplinary combination of Cognitive Psychology, Linguistics, Computer Science, Education and Philosophy. He is a popular author of three books, including *The Trouble with Computers: Usefulness, usability and productivity*.

In the late seventies, working at Bell Labs and later Bellcore, Dr. Landauer formed and directed the first industrial human-computer interaction research laboratory. A highly interactive team of computer scientists, cognitive psychologists and linguists, the group specialized in research on information retrieval, navigation and display. The research, primarily based on empirical studies of users, led to the invention and design of computer-based solutions to users' problems. Dr. Landauer is a Fellow of the American Association for the Advancement of Science, the American Psychological Association and the American Psychological Society. He serves as consulting editor for several journals.

Presentations

Thursday, July 1 10:30 a.m.-12:00 p.m.

The Power of Collaborative Consulting: Facilitating and Leading Project Teams for Maximum Effectiveness

Jeff Rubin

JRA-The Usability Connection

This session, intended for both internal and external consultants alike, will describe how to play more of a leadership role by employing a collaborative consulting approach on projects.

The Politics of Usability: A Case Study of Introducing Usability into an Engineering Organization

JoAnn Hackos and members of the Clinac development team

Comtech Services, Inc, Varian Medical Systems

This panel tells how one organization introduced user-centered design and usability to senior management. From initial buy-in, to site visits, cognitive walk throughs, and usability studies, the panel members will illustrate the techniques they used to succeed.

Common Industry Format Usability Tests: What is in it for you?

Nigel Bevan and Others

Serco Usability Services

This presentation describes how to test and report usability based on the Industry Standard Usability Test Report format, which is currently being agreed upon between major software suppliers and purchasers.

Building a Better Intranet

Pam Novak and Sheryl Thomas

Pacific Northwest National Laboratory

This case study describes the approach and methodology used to redesign the top-level pages of a company's large, distributed intranet. It demonstrates that usability principles and methods are essential in gaining customer acceptance of the product.

Thursday, July 1, 1999 1:30-3:00

How Can Usability Engineering Results Be More Effective?

J.O. Bugental, Tom Dayton, Michael Muller, and Kathryn Tournat

Tec-Ed Inc., Sun Microsystems, Lotus Development Corporation, PeopleSoft

This session explores "Usability Results" in terms of how well our methodologies contribute to improving product usability. Participatory design and collaboration with clients help turn usability findings into redesigned products.

Making It Happen: Integrating a User-Centered Design Methodology into the Corporate Structure

*Fred Drake, Francie Fleek, Charles Kreitzberg, and William MacGregor
SMS, Cognetics Corporation*

Have you struggled to make a difference? Learn how one company handled the challenge of positioning usability engineering and merging usability methods into entrenched software development culture. Share your experiences.

Incorporating Usability into a Large Web Application: A Business Case Study of QuickenMortgage.com

Business Case Study

*Marie Tahir, Amy Barnhart, Mark Johnson, and Mike Bonasia
Intuit Inc.*

Got web applications? Don't blow up your usability lab! In this business case study, learn how usability results shaped QuickenMortgage.com through four releases.

Innovation Strategy and Process, Creating a Culture of Creativity

Invited Speaker

*Peter Skillman
Senior design engineer and project manager
IDEO*

Peter explores the culture that has led to innovation in products ranging from medical telephony to portable and hand-held computers to location-based entertainment experiences. Included are physical spaces, social structure, and the religion of brainstorming, user-centered design and visualization.

Thursday, July 1, 1999 3:30-5:00

Using Video Data to Communicate User Research Results

*Lisa Dutra (Waiting to hear if there is an additional speaker)
IDEO Product Development*

This presentation discusses the many benefits of using videotape to collect user data, techniques for analyzing the data quickly and efficiently, and different ways to present video data, particularly in a highlight tape.

How Usability Engineering Can Improve User Acceptance of Clinical Information Systems

*Stephanie Rosenbaum, Deborah Hinderer, and Philip Scarborough
Tec-Ed, Inc.*

To achieve successful clinical information systems, combine laboratory and ethnographic methods. Field studies address target audiences of physicians and allied health personnel who are slow to accept computer-based systems.

Paint It a Different Color, Give It a New Name: Porting Usability into the Development Environment

*Donna Ellis
Sunquest Information Systems*

This presentation describes how a programming department increased programmers' acceptance of User-Centered Design by mapping UCD processes to software-engineering processes, most notably the Requirements Management process of the SEI Capability Maturity Model.

Usability Design for Real World Simulations

Business Case Study

Bryan J. Carter

Learning at Play

Of the applications one can design, simulations can be the most challenging and rewarding. Discussed are user-centered design and usability techniques NCR used to create this award winning role-based simulation.

Synergy or Tension? A Product Manager's Web Usability Story...

Invited Speaker

Alison Berkley

Alison Berkley is the Group Product Manager for QuickenMortgage.com -- Intuit's online mortgage website. Alison will talk about how she perceives the role of usability for web-based products at Intuit and the tension between "pre-launch" testing and "real-time" usability on the web.

Friday July 2, 1999 8:30-10:00

Object-Oriented GUI Design: A Practical Application of 'The Bridge' Methodology

Business Case Study

Elaine Gilman and Scott Butler

Rockwell Software, Inc.

This business case study describes our use of 'The Bridge' methodology to design a user-centered, object-oriented GUI. We will discuss successes and challenges and share lessons we learned.

What Makes Strategic Usability Fail? Lessons From the Field

Janice Rohn and Stephanie Rosenbaum

Sun Microsystems, Tec-Ed

Have you tried to make usability more effective and strategic in your organization? In order to help you find the most effective strategies, these presenters have created a methods toolbox of recommendations for strategic usability.

Nine Countries in 30 days: The Many Challenges of an International Study

Janice James, Kris Clark, and Kate Walton

Simply Usable through Design, SABRE Travel Information Network

This presentation is a summary of the challenges three usability experts encountered in planning, conducting, and reporting the findings of a usability study conducted in 9 countries with 45 participants.

Friday, July 2, 1999 10:30-12:00

Recruiting Advice Fact and Fiction

Amy Tondre

Sun Microsystems

This Session will focus on tips and techniques for improved usability participant selection and recruiting. During the session we will also look at publishers claims and dispel myths.

An Interactive Design Review Process

Julie Ratner and Karen Gondoly

The MathWorks, Inc.

This presentation describes an interactive design review process consisting of a meeting with developers, management, technical support, quality engineering, and usability to discuss and quickly arrive at design solutions for complex interface problems.

The Inmates Are Running The Asylum

Invited Speaker

Alan Cooper

Cooper Interactive Design Firm

In his upcoming book, "The Inmates Are Running the Asylum" Alan Cooper offers a provocative, insightful and entertaining explanation of how talented people continuously design aggravating software-based products based on a flawed software development process. The book explores the serious and growing implications-financial and social-of bad software design, and how to solve the problem from both an organizational and a design perspective.

In this talk, based on the book, he will use examples and anecdotes to show how the application of a timely and comprehensive design process can make the difference between a product that will embarrass, infuriate, and enrage users, and a product that will delight the user and grow the bottom line.

Ironically, the thing that will make the least improvement in the ease of use of software-based products is new technology. There is little difference technically between a complicated, confusing program and a simple, fun and powerful product. The problem is one of culture, training and attitude of the people who make them, more than it is one of chips and programming languages. We are deficient in our development process, not in our development tools.

Friday, July 2, 1999: Lunchtime Speaker

The End of "No Respect"

Jakob Nielsen

Nielsen Norman Group

The Web has launched the age of the customer: he or she who clicks the mouse rules. Every single Web page needs optimal usability or the site will die the death of the million mouse clicks as users reach directly for the "Back" button. Usability is changing from a special-purpose activity in software development to a prominent role as core competency for business survival for mainstream companies in the network economy. UPA members are poised to take their rightful place as a central resource for business. And yet traditional usability specialists are in dire danger of losing this opportunity and see others run with the glory.

Dr. Jakob Nielsen is a User Advocate specializing in Web usability and a principal of Nielsen Norman Group. Until 1998, Dr. Nielsen was a Sun Microsystems Distinguished Engineer and led that company's Web usability efforts starting in early 1994. Nielsen is the author of the best-selling textbooks "Usability Engineering" and "Multimedia and Hypertext: The Internet and Beyond"; his next book, "Designing Excellent Websites: Secrets of an Information Architect" will be published in May 1999. Since 1995, Nielsen has written the biweekly Alertbox column about Web usability; his website received 5 million page views in 1998. Nielsen has been called "the guru of Web page usability" (The New York Times) and "the smartest person on the Web" (Ziff-Davis Network).

Friday, July 2, 1999 1:30-3:00

Analyzing Utility and Transforming Design Thinking: A Case Study of Data Visualizations for Complex Tasks

Barbara Mirel

Lucent Technologies/Visual Insights

This case study of a visualization project examines how to make interactive data visualizations usable for people's complex tasks in their contexts of work. Participants will have a chance to evaluate design choices through hands-on exercises.

Win-Win! Usability Shared Between Consumers and Vendors

Jack Means, Charles Green, Janice Rohn, Sue Braun, Suzanne Seidel

State Farm, SBC Technology Resources, Sun Microsystems, Gomoll Research and Design, Technologic Software

This panel of consumers and vendors share samples and lessons learned from sharing usability information. This panel is also a public introduction to the usability report format recommended by the Industry Usability Workshop, co-sponsored by NIST, UPA, and SIGCHI.

Issues in Kiosk User Interface Design for Retail Consumers

Business Case Study

Sally Cohen and Mark Jacobson

NCR Corporation

This presentation describes the User-Centered design process used in developing retail kiosk software. It highlights the challenges of designing a user interface in a new solution space.

Invited Speaker

TBA

Friday, July 2, 1999 3:30-5:00

Panel of Customers: An in-depth, effective alternative to Focus Groups

Gene Lynch, Susan Palmiter, Doug Beck, and Dave Sontag

Design Technologies, Inc. & Hewlett-Packard Co.

A Panel of Customers, an alternative to Focus Groups, gathers customers and design team members to interact one-on-one concerning product design issues leveraging structured HCI data gathering and analysis methods.

Designing a Java-Based User Interface to a Mainframe System: A Case Study

Caryn Zange-Josephson

Renaissance Worldwide, Inc.

This case study describes the process, techniques, and challenges of designing the user interface for a project that used Java to create a front-end to a mainframe system.

Frequently Tested Issues in Usability Studies of Websites and a Summary of Some Methods & Findings

Janice James

Simply Usable Through Design

This presentation summarizes and explains common issues I've focused on in usability studies of websites for major corporations. It also reviews methods used for testing and describes findings across studies.

Invited Speaker

TBA

Special event – Jokake Inn 6:30 PM – 9:00 PM

The Jokake Inn will be the site for this year's special event. Mingle and meet with new and old friends and enjoy food and beverages with this night's Native American theme. The Keynote Address, presented by Brenda Laurel, will be one of the highlights of the evening.

Balancing values in design

Dr. Brenda Laurel

As "usability professionals" we share the goal of making things that are comfortably usable by the people for whom they are designed. But in the course of our work, we encounter diverse sets of values that often seem incompatible. When we are trying to learn about people, we need to value scientific objectivity and open-mindedness. In business, we are charged with creating value for our investors. As humanists, we also have an interest in how the things we design impact the quality of life and how we are shaping popular culture. Because all our enterprises are situated in a larger environmental context, we must ultimately strive for harmony with the natural world. This talk will explore how we may navigate and balance the diverse value systems that come into play in the process of design.

Brenda Laurel has worked in the personal computer industry since 1976. In 1996 she co-founded and became vice president for design of Purple Moon, a transmedia company devoted to preteen girls. Purple Moon evolved from a research project regarding gender differences involving technology and play, directed by Laurel at Interval Research Corporation beginning in 1992. In 1993 she co-designed and produced a groundbreaking VR installation, "Placeholder" at the Banff Centre for the Arts. In 1990 Laurel co-founded Telepresence Research, Inc. to develop virtual reality and remote presence technology and applications. She has worked as a game designer, producer, and researcher for companies including Atari, Activision, and Apple. She holds an M.F.A. and a Ph.D. in theatre from Ohio State University. Laurel is editor of the book, "The Art of Human-Computer Interface Design" [Addison-Wesley, 1990], author of "Computers as Theatre" [Addison-Wesley, 1991,1993], and author of "Severed Heads" [www.tauzero.com/Brenda_Laurel]. She co-founded and served on the board of the Computer Game Developers' Conference from 1989 to 1991 and has been a member of the Board of Governors of the Communication Research Institute of Australia since 1992.

Conference registration includes:

Conference proceedings
Opening reception
Keynote address
Thursday dinner and entertainment
Thursday and Friday sessions
Thursday and Friday breakfasts
Thursday and Friday lunches
Closing reception

Tutorial and workshop registration includes:

Breakfast for the tutorial or workshop day
Tutorial or workshop
Tutorial or workshop materials

Onsite registration

6/29	Tuesday	1:00 PM 5:00 PM
6/30	Wednesday	7:00 AM 5:00 PM
7/1	Thursday	7:00 AM 5:00 PM
7/2	Friday	7:00 AM 5:00 PM

Refunds

Written refund requests will be honored if postmarked before June 11, 1999. A \$100 administration fee will be deducted. Requests for refunds should be mailed to Prestige Accommodations. A registration can be transferred to a colleague by an authorization letter from you.

Video recording

The use of video recording equipment is not permitted during any part of the conference.

About Scottsdale, Arizona

Once known as the West's most Western town, Scottsdale offers visitors history, luxury, and a wealth of unparalleled landscapes. The town's rustic, yet elegant architecture and scenery serves as host to many fine galleries, a variety of restaurants and specialty shops, and resorts; many of which you will find on the city's popular Main Street. During the day, you can enjoy the views of the Painted Desert, while at night you'll be treated to views of the star-sprinkled desert sky. The Scottsdale Visitor's and Convention Bureau offers a Web site to help you plan your trip. Visit them at www.arizonaguide.com/scottsdale, for information on events and www.scottsdalechamber.com, for restaurant information.

Getting there...

The Phoenician is located at the base of Camelback Mountain in Scottsdale's Valley of the Sun, only 9 miles from Phoenix Sky Harbor International Airport.

American Airlines has been selected as the official airline for UPA '99. They are offering special discounts of up to 15% off lowest available fare for air travel. To receive these special discounted rates, contact: Chris Banks at Accent Travel (877) 568-7888 or call American Airlines directly at (800) 433-1790. Mention "UPA PHX GROUP" as the group name.

Check our Web site, www.UPAssoc.org for directions and details on transportation.

Dress and weather

The attire for the conference events will be casual. Scottsdale is also an informal city, and sightseers can dress casually. Temperatures in late June are generally very hot during the day, ranging in the high 90s to low 100s, but cooling down at night. All indoor facilities at The Phoenician will be air-conditioned, but we recommend planning outdoor activities for the morning and early evening.

Conference hotel

The Phoenician is a five star, luxury destination resort. It is the home to 27 holes of golf, nine pools, including Mother-of-Pearl and Canyon pools, a 165-foot waterslide, 12 tennis courts, a 22,000-square-foot Centre for Well-Being spa, and much more. All of the guest rooms include spacious accommodations and amenities, including private balconies, authentic McGuire rattan furniture, wool Berber carpeting, luxurious oversized bathrooms with Italian marble, imported Italian linen, signed original artwork, personal computer hookup, wall safe, 27-inch stereo television, bathrobes, hairdryers, and the finest toiletries.

Rates based on single or double occupancy. Suite rates available upon request. All reservations must be guaranteed. Cancellation notice must be received 7 days prior to arrival to avoid billing of one night room and tax. All rooms are subject to a 10.625% hotel tax and a 7.05% city tax. There is a one-time Service Charge per room of \$10.00. Your reservations must be received by May 28, 1999. Parking is complimentary.

Room rates

\$150.00 single/double.

Check In Time: 4pm

Check Out Time: 12:00pm

To reserve your room

Call **The Phoenician** at (800) 888-8234 or (602) 941-8200 by May 28, 1999. Be sure to tell them you are attending the UPA Conference to get the special group rate.

Restaurants

The Phoenician offers many dining options. Remember that resort dining can be pricey. Scottsdale offers a myriad of restaurant options. You might consider renting a car if you plan to frequently visit areas outside of The Phoenician.

Golf

Combining playability with aesthetic beauty, The Phoenician's 27-hole USGA championship facility is comprised of three memorable nines, each named for its surrounding landscape – Canyon, Desert, and Oasis. Pristine desert views, lush tropical scenery, water features, and all of the amenities that make golf a pleasure, await you during your round at The Phoenician.

Prestige Accommodations has arranged for a special group golf rate of \$80.00 per person.

Children's program

The Phoenician Kids Club is a daily, supervised program designed for young guests between the ages of 5 and 12. For Teens between the ages of 13 and 17, special activities are planned during summer vacation. For specific events, schedules, and fees, contact The Phoenician concierge at 602-941-8200.

UPA KIDS

This year, we will be offering a special opportunity for usability professionals and their children. If there is sufficient interest, we will set aside an area in the Phoenician Kids Club for conducting usability studies with kids.

If you have a product you would like to test at the conference with UPA children, or if you are interested in having your child participate in a usability study during the conference, please contact:

Kate Gomoll
414.319.1057
Kate@GomollDesign.com

or

Kristy Knabe
215.489.7369
kknabe@worldnet.att.net

Registration Form

First Name _____ Last Name _____

Company Name _____

Mailing Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

Special Needs _____

Method of payment: MC Visa Amer. Express Check/Money Order

Card Number _____ Exp. Date _____

Name on Card _____ Signature _____

Would You Like Your Proceedings: _____ CD-ROM, or _____ Hardcopy

Is this your first time at a UPA conference? _____ Yes _____ NO

Mail or fax* your registration form and payment to:

Prestige Accommodations
1518 Brookhollow drive, Suite 23
Santa Ana, CA 92705 USA
Attention: Registration
Fax: (714) 957-9112

Make checks payable to the Usability Professionals' Association.

*Or register through our Web site (www.UPAssoc.org). Faxed or Web registrations must be accompanied with credit card information.

Fees-please mark your registration type

Tutorial prices are in addition to conference prices, but are discounted for conference attendees.

You may register for conferences or workshops without registering for the conference.

	<i>Early Registration by May 14</i>	<i>Advance Registration May 15-June 11</i>	<i>On site Registration After June 11</i>
Member (conference only)	____\$575.00	____\$675.00	____\$775.00
Non-member (conference only)	____\$675.00	____\$775.00	____\$875.00
Student (conference only)	____\$300.00	____\$310.00	____\$400.00
Tutorial with conference	____\$525.00	____\$575.00	____\$625.00
Tutorial without conference	____\$575.00	____\$625.00	____\$675.00
Student tutorial	____\$250.00	____\$275.00	____\$300.00
Student volunteer	____\$110.00	____\$110.00	____\$110.00

OTHER REGISTRATION FEES

Design or museum tour	\$50 x _____	\$ _____
One day workshop	\$70 x _____	\$ _____
Two-day workshop	\$140x _____	\$ _____
Student workshops	\$40 x _____	\$ _____
Extra hardcopy conference proceeding	\$80 x _____	\$ _____
Extra CD-ROM conference proceeding	\$15 x _____	\$ _____
Extra ticket to opening reception	\$45 x _____	\$ _____
Extra ticket to Thursday event	\$65 x _____	\$ _____
Lunch ticket for Tuesday	\$20 x _____	\$ _____
Lunch ticket for Wednesday	\$20 x _____	\$ _____

Note: Lunch is included for workshops and tutorials.

Please check the appropriate box if you are eligible for any of the following discounts.
Discounts apply to conference registration only, not tutorials or workshops.

Presenter or panelist (20% discount member \$_____, non-member \$_____, student \$_____)
Workshop facilitator (20% discount member \$_____, non-member \$_____, student \$_____)
Sponsor: (specify)_____

Subtotal \$_____ Applicable discount \$_____

TOTAL \$_____

PLEASE MARK FIRST, SECOND, AND THIRD CHOICE AS WORKSHOPS AND TUTORIALS MAY BE FILLED.

2 Day Workshop – Tuesday, June 29, and Wednesday, June 30, 1999

W1A: Towards a Framework of Interaction and Experience As It Relates To Product Design
W1B: Continued on Wednesday

Choice: 1. _____

Workshops – Tuesday, June 29, 1999

W2: New Methods and Practices in Usability Testing
W3: Cultivating A Climate for Creativity and Successful Design
W4: Integrating Human Factors Into Object Oriented Development

Choice: 1. _____ 2. _____ 3. _____

Workshops – Wednesday, June 30, 1999

W5: Crossing the Chasm: A Methodology Framework for Promoting Usability in the Software
Development Community
W6: A Pattern Supported Approach to User Interface Design
W7: Product Designers and Product Users: Understanding Conceptualizations Across The Great Divide

Choice: 1. _____ 2. _____

Tutorials – Tuesday, June 29, 1999

T1: The Art of Seeing: Observational Techniques for Learning about Users and Their Work	T5: Design and Rapid Evaluation of Usable Web Sites
T2: Industry Standard Usability Tests	T6: The Art of GUI Design
T3: Developing a User Site Visit Plan	T7: Cognitive Factors in Design: Basic Phenomena in Human Memory and Problem Solving
T4: Usability Engineering and Health Care: Opportunities, Issues, and Methodologies	

Choice: 1. _____ 2. _____ 3. _____

Tutorials – Wednesday, June 30, 1999

T8: Metaphor Design in User Interfaces: How to Effectively Manage Expectation, Surprise, Comprehension, and Delight
T9: Conducting Mail, Telephone, and WWW Surveys
T10: Consulting Skills for Usability Professionals
T11: Win-Win in HCI Design: Eight Strategies for Constructive Resolution of Conflicts
T12: Field Studies: The Personal Touch
T13: Practical UCD: How to Introduce, Deploy, and Optimize User Centered Design
T14: Designing Usable Web Sites...Now and in the Future

Choice: 1. _____ 2. _____ 3. _____

Please choose one or more of the following tours and specify the number of people.

Design Center Tours

D1: Airforce Research Lab Tuesday, June 29
D2: Airforce Research Lab Wednesday, June 30
D3: Taliesin West Tuesday, June 29
D4: Cosanti Wednesday, June 30

Choice: 1. _____ 2. _____ 3. _____

Museum Tours

M1: Heard Museum, Thursday, July 1
M2: Arizona Science Center, Friday, July 2

Choice: 1. _____ 2. _____