



World Usability Day Celebration: Innovations in User-Centered Design

(Co-sponsored by UsabilityNJ)

The theme of this year's celebration of World Usability Day is "New Jersey Makes Life Easy."

Innovations and technologies can make people's life easier and lead to market place success. Usability specialists play many roles in these success stories. By applying user-centered design processes and understanding user needs and business goals, usability specialists work with engineers and development teams to realize practical solutions, ensure great user experiences, and deliver the values of innovations.

On November 14, 2006, New Jersey will celebrate the second annual World Usability Day (www.worldusabilityday.org). World Usability Day promotes the values and benefits of innovative technologies and usability engineering. Princeton ACM / IEEE-CS and UsabilityNJ have organized a special program to celebrate:

- **Keynote speakers from local industries.** Case studies of how user-centered designs make innovations and technologies more usable and accessible.
- **Showcases of usable products, processes and methods.** Success stories demonstrating how usability engineering makes technologies useful and usable.
- **Special "Idea Market" sessions.** Brainstorming on hot topics in tools, techniques and processes that are used to develop successful products.

Come and learn how user-centered designs can make your products more successful.

Speakers will include:

- Mark Altom, Technical Manager in the Chief Technology Office, Avaya
- Edmond Isralski, Human Factors Manager, Abbott Laboratories
- Todd Warfel, Partner, Design & Usability Specialist, Messagefirst

Schedule of Events:

6:30 - 9:30 PM - Table Exhibits; Idea Market; Food; Networking.

7:30 - 9:00 PM - Keynote Speakers

About World Usability Day

World Usability Day promotes the value of usability engineering, user-centered design, and every user's responsibility to ask for things that work better. Last year, 115 events in 35 countries took place during the 36 hour period. Some 8,000 people attended these events world-wide, and 200 people from 16 countries participated in online seminars.

About UsabilityNJ

The UsabilityNJ group is the New Jersey chapter of the UPA. It was started in 2001 by members of the UPA and Society of Technical Communications in central New Jersey. Its membership has since grown to over 250 professionals in the area of usability and related disciplines. Please visit www.usabilitynj.org for more information.

Date: TUESDAY , November 14, 2006 – Pre-show events and refreshments at 6:30 PM . Talks begin at 7:30 PM . There is no pre-meeting dinner this month.
NOTE: this meeting is not on a Thursday (the normal day for Princeton ACM/IEEE-CS)
Place: Sarnoff Corp., Routes 1 and 571, Princeton, NJ
Information: Rebecca Mercuri (609) 587-1886, Dennis Mancl (908) 582-7086
On-line info: http://www.acm.org/chapters/princetonacm