Panel: World Usability Day "Our Health"

November 10th is World Usability Day, and this year's theme is "Our Health." Our panel explores several challenges in the health field and the role that usability and the user experience play in creating successful user outcomes. Our panelists have performed a variety of research, including qualitative, quantitative, attitudinal, and behavioral. Each panelist will talk about their respective goals and methods, sharing stories from behind the front lines about providing good, usable experiences that impact our health. (This meeting is a joint meeting with the UXPA NJ chapter.)

Josephine Giaimo will give a brief overview of basic concepts that underlie usability and the user experience, and will provide context for the presentations by the other panelists. She has worked on a product that uses machine learning and big data in the cloud to find trends and anomalies in clinical research data. She will underscore the importance of user experience leadership in organizations today.

Sarah Fedem will explain participatory design for sensemaking in complex medical situations. She will introduce the foundations of sensemaking, a type of qualitative user experience research. She will provide a case study, details of her methodology and design process, and share principles of design for sensemaking.

Reem Ayouby will explore using a variety of user experience research to analyze questions like: What is the impact of social media on an individual's wellbeing? What are the factors to consider with answering this question? And what can we learn from this research in creating social software that is designed to support wellbeing? She will address these questions and discuss recent initiatives that she has been involved in.

Josephine Giaimo moved from working the field of data science in the 1980s to eventually become a leader in quantitative and qualitative research. Her original academic research proposed a framework for evaluating the performance of neural networks and statistical approaches in predicting project profits. She is the Founder and Principal of User Experience Research, LLC, providing consulting services to organizations such as AT&T, ADP, Google, Medidata, Sarnoff Corporation, and others. She holds a bachelor's degree in psychology from Montclair State University, and a master's degree in Industrial Engineering from the New Jersey Institute of Technology. She is the Treasurer of the Princeton ACM, a member of SIGCHI, and the Membership and Operations Chair of the UXPA NJ chapter.

Dr. Sarah Fadem is a postdoctoral researcher in the Division of Population Health, Quality, and Implementation Science (PopQuIS) at Rutgers Robert Wood Johnson Medical School. Her current research integrates sensemaking and participatory design methodologies to address the challenges of complex medical situations from a multi-stakeholder perspective. Dr. Fadem holds a doctorate in Health Communication and Practical Theory from Rutgers University and a master's degree in Integrated Product Design from the University of Pennsylvania.

Dr. Reem Ayouby is a user experience researcher and data scientist. She uses a combination of qualitative and quantitative approaches in her research. Her doctoral research has focused on the motives, perceptions, use, and impacts of social media platforms such as Facebook. Her current work is related to the development of wellbeing oriented custom electronic social networks and the infusion of social software features in support of non-social media platforms. She holds a doctorate in Business Technology Management and a master's degree in Management Information Systems from the John Molson School of Business, Concordia University.

Date:	Thursday, November 10, 2022, 8:00pm EST
Place:	**ONLINE MEETING** – **registration required**
How to register:	

- Send email to **PrincetonACM@gmail.com**
- OR Register on **Meetup.com** (**http://meetup.com/IEEE-Princeton-Central-Jersey-Section**)

Information: Dennis Mancl (908) 285-1066
On-line info: **http://PrincetonACM.acm.org**

The November 2022 Princeton ACM / IEEE-CS meeting will be held "on-line". When you register for the meeting, you will receive an email with instructions for how to connect to the talk.

All Princeton ACM / IEEE-CS meetings are open to the public. Students and their parents are welcome. There is no admission charge.