

USABILITY PROFESSIONALS' ASSOCIATION

Confusing e-commerce sites. Assembly-required products that don't assemble easily. Florida's butterfly ballot. Since 1991, the **Usability Professionals' Association (UPA)** has helped usability professionals solve problems like these through idea exchange, skill building and improved methodologies.

UPA Annual Conference

The Annual Conference's tutorials, workshops and presentations provide a forum for usability practitioners to share techniques and experiences. It attracts a variety of people: newcomers to the field, experienced practitioners, and distinguished professionals who have been defining and shaping the field of usability for decades. UPA members receive a substantial discount on the registration fee.

*UPA Conference 2006
June 12-16, 2006
Broomfield, CO*



Usability Professionals' Association
140 N. Bloomingdale Rd.
Bloomingdale, IL 60108-1017

It's
All
About
U

upa promoting usability concepts
and techniques worldwide



The Way U Do...

Whether you develop leading edge software or write technical manuals, UPA can help you achieve your goal: the development of usable, efficient, effective and economical products.

The Things U Do...

UPA members are professionals employed in a wide variety of fields, including hardware and software design, banking and investing, computer sciences, retail merchandising, telecommunications, transportation, education, marketing, insurance, government services, research, and consulting. UPA members solve complex product design problems in highly competitive business environments and are committed to raising the awareness of the usability professional's role in the global marketplace, as well as in government and education.

Regardless of industry or discipline, UPA members are colleagues and collaborators in pursuit of common goals.

Member benefits

Members receive

- Reduced rates for the annual **UPA Conference**, which delivers cutting-edge presentations, panels and tutorials structured for different experience levels.
- Local chapters that provide forums, business meetings and roundtables, as well as networking opportunities for members.
- Subscriptions to **User Experience**, a magazine with thought-provoking articles on a variety of design, function and theoretical topics, and **UPA Voice**, an e-newsletter with profiles of emerging usability leaders, field-tested tips and techniques, book reviews and job announcements.
- Resources at **www.upassoc.org**, including a usability consultants directory, the **UPA Store**, an on-line membership directory, and a wide variety of links to external sites and other conferences.
- Complimentary **Designing the User Experience** poster.
- Reduced rates to other industry conferences and meetings.

Membership

Membership is open to all individuals applying usability principles in their work.

Professional Membership:

Open to those individuals professionally engaged in usability-related fields as practitioners, teachers or researchers. Professional Members may serve on the UPA Board and hold officer positions. Annual dues: \$100/year.

Student Membership:

Open to full-time students in a usability-related field of study at accredited universities/colleges. Annual dues: \$35/year.

Corporate Membership:

UPA members whose employers are Corporate Members receive a 20% discount on dues and conference registration.

For more information

For more information on the **Usability Professionals' Association**, see our website (**www.usabilityprofessionals.org**) or contact our office at 630/980-4997 (voice) or 630/351-8490 (fax). An on-line membership application is available at **www.usabilityprofessionals.org**.