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# Annual Report

**Usability Professionals' Association**

Promoting usability concepts and techniques worldwide



*Raising public awareness of usability*

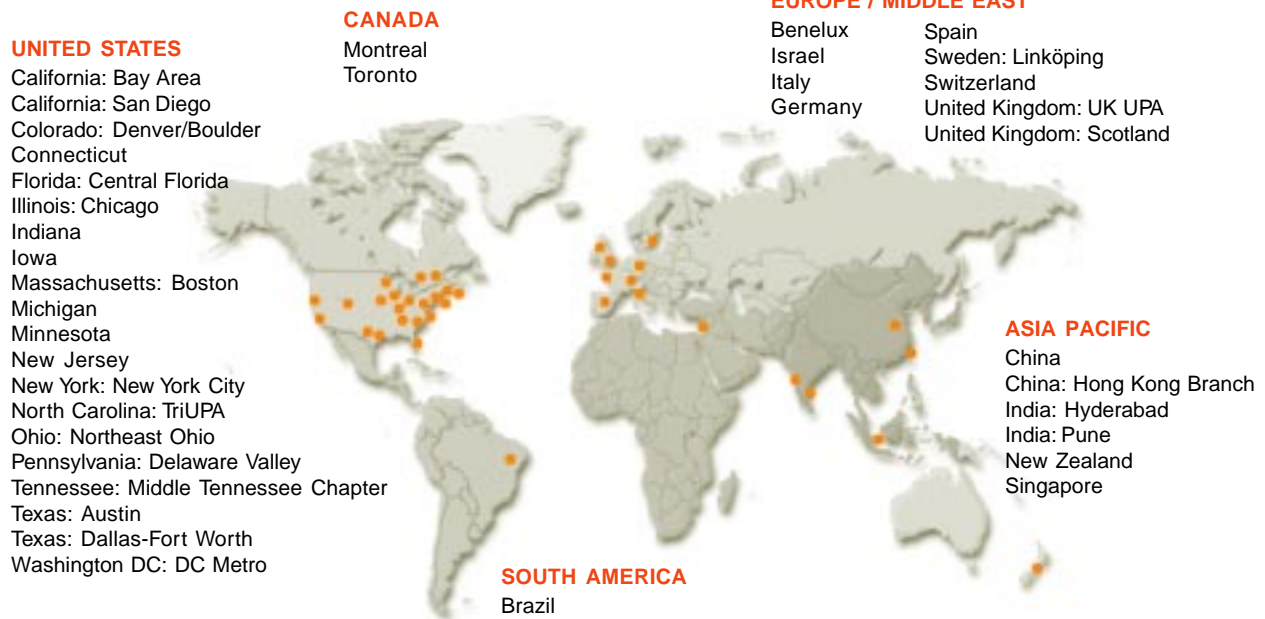
*Providing an international network*

*Supporting the user experience community*

*Growing the body of knowledge*

## UPA Chapters: providing an international network

At the end of 2006, there were 38 chapters around the world, with 6 new chapters chartered in 2006:



UPA recognized the **China Chapter** with the **2006 Chapter Award**. UPA China has sustained rapid growth in its first two years, with local meetings in Shanghai, Beijing, Hongzhou and Hong Kong. The chapter also created an annual conference, “User Friendly,” which attracted over 500 professionals from around the globe in 2006.

## World Usability Day: raising public awareness of usability

World Usability Day, created to promote the fields of usability engineering and user-centered design, was a runaway success in its second year. World Usability Day once again brought together UPA, UPA chapters, and allied organizations at events and gatherings around the world. Some of the highlights of World Usability Day 2006:

- More than 220 events were held in 175 cities and 40 countries.
- Over 10,000 people helped organize, run and participate in events.
- Event attendance surpassed 40,000 people.
- World Usability Day events were covered in more than 30 media outlets worldwide.

Visit the website at [www.WorldUsabilityDay.org](http://www.WorldUsabilityDay.org) for a full report.



World Usability Day sponsors: Apogee, Business Wire, Different, Human Factors International, Intuit, Noldus, Oracle, SAP, Techsmith, Usability.ch, and Weber Shandwick. Supporting organizations included the Human Factors and Ergonomics Society, ACM-SIGCHI, the Society for Technical Communication, and the User Experience Network.

## Publications and Conferences: **growing the body of knowledge**

Four publications provide a steady stream of information about usability, from business case studies to UPA news.



**User Experience** Our flagship quarterly publication sets an editorial balance between strategy, management

issues, philosophy, methodology, and practice.

Aaron Marcus, Editor-in-Chief. Gerry Gaffney and Chris Koster, Managing Editors.



**Journal of Usability Studies** A peer-reviewed, international, on-line publication dedicated to promoting and enhancing the practice, research and education of usability engineering. Avi Parush, Editor-in-Chief. Advisory Board: Ginny Redish, Arnie Lund, Jakob Nielsen, and Jeff Rubin.



**UPA Voice** A bi-monthly on-line newsletter with a mix of practical articles and industry news. Editors: Judy Blostein, Brenda Murray, Kerrie Green, and Natalia Minibayeva.

**UPA Monthly** UPA members-only email update provides links to usability articles, chapter news, and UPA project updates in English, French, German, Italian, Spanish and Portuguese.

The UPA Annual Conference includes workshops, tutorials, project meetings and three days of information-packed sessions.

**UPA 2006, Usability Through Storytelling**, was held in Broomfield, Colorado, June 12-16, 2006. It attracted over 600 attendees and more than 50 speakers and presenters. (Conference Chair: Delight "DeeDee" DeMulling)



**UPA 2007, Patterns: Blueprints for Usability**, will be held June 11-15, 2007 in Austin, Texas. The conference theme reflects our field's ability to observe users and discover patterns, translating the knowledge into design patterns. (Conference Chair: Carol Smith)



**UPA 2008** will be held in Baltimore, Maryland, June 16-20, 2008. The theme for 2008 is **The Many Faces of User Experience: Usability through Holistic Practice**. (Conference Chair: Alain Robilliard-Bastien)



Local conferences were hosted by three chapters:

Boston UPA's **Usability and User Experience**, March 30, 2006.

Michigan UPA's **Internet User Experience**, February 20-23, 2006, Ann Arbor, MI.

UPA China **User Friendly 2006**, November 3-5, 2006. Hangzhou, China.

# UPA Projects: supporting the user experience community

## Usability in the Enterprise

The Usability in the Enterprise project collects information about the impact of user-centered design processes on the business performance of organizations. The goal of the research is to provide valid ways of measuring return-on-investment (ROI) for a variety of user-centered design methods, and then to test those metrics by collecting benchmark data from industry-leading organizations. Organizers and contributors led a workshop on this subject at the 2006 Annual Conference.

The project is led by Rich Gunther, with contributions from Anne Binhack, Scott Butler, and Douglas Anderson.

## Body of Knowledge

In 2005, UPA announced a project to complete a Usability Body of Knowledge. Work has continued throughout 2006, and a preview of the Usability BoK is available at [www.usabilitybok.org](http://www.usabilitybok.org). The project is targeted primarily to practitioners and educators, although it can also be used by managers, decision-makers, and others who interact with usability professionals or need information about usability.

The project is led by Nigel Bevan, with Chauncey Wilson, Lisa Battle, Duane Degler, Dean Barker, Tom McCann, Brooks Protzmann, and Carol Smith contributing.

## Public Policy and Standards

UPA is represented on the U.S. Access Board Advisory Committee on Section 508 by Whitney Quesenbery and Sarah Swierenga. Member Mike Paciello and WUD Accessibility Chair Jim Tobias are the Co-Chairs of this committee.

Baruch Sachs represents UPA on the Department of Defense Human Factors Engineering Technical Advisory Group (DoD HFE TAG). The DoD HFE TAG coordinates research and development among the military services and other U.S. governmental agencies involved in human factors engineering.

## 2006 Awards

**UPA Service Award**, presented to Keith Instone, for his contributions to the World Usability Day committee, and his leadership in creating the World Usability Day web site.

**UPA Service Award**, presented to Richard Bellaver, who established the UPA Ethics Advisory Committee, and led the effort to create the Code of Professional Conduct for UPA.

**UPA Chapter Award**, presented to the UPA China Chapter, for sustaining growth and organizing an Annual Conference, "User Friendly."

## UPA Board of Directors:

### 2004-2006

Whitney Quesenbery, Web Director  
Kerrie Green, Director of Publications  
Dave Mitropoulos-Rundus, Co-Director of Chapters  
Paul Sherman, Vice President

### 2005-2007

Thyra Rauch, President  
Nigel Bevan, Director of Professional Development

### 2006-2008

Peter Piccone, Director for Students and Young Professionals  
Elizabeth Rosenzweig, Director of World Usability Day  
Lyle Kantrovich, Director of Marketing  
Silvia Zimmermann, Director of Organizational Outreach

In November 2006, UPA held elections for **2007-2009**.

Board members elected for this term were:

Susan Dray, Director of Publications  
Amanda Nance, Web Director  
Paul Sherman, Vice President  
Daniel Szuc, Director of Chapters

# About UPA

## Overview

The Usability Professionals' Association is a 501(c)6 organization founded to support professionals who promote and advance the development of usable products.

Founded in 1991, the original 50-member Usability Professionals' Association has grown to serve a community of more than 2000 members worldwide by promoting usability concepts and techniques through its publications, conferences and local chapters. As of December 2006, the UPA had 2216 members.

UPA members work in corporations, government agencies, not-for-profit organizations, and independent consulting practices.

## Member Services

**Job Bank:** An effective resource for recruiters and job seekers—with 150 jobs posted in 2006. Located at [www.usabilityprofessionals.org/usability\\_resources/jobs/](http://www.usabilityprofessionals.org/usability_resources/jobs/).

**LinkedIn for Groups:** A professional networking site where UPA members can connect with each other (see [www.usabilityprofessionals.org/about\\_upa/linkedin.html](http://www.usabilityprofessionals.org/about_upa/linkedin.html)).

**Member Directory:** Search by name, country or company to find other UPA members' names and contact information.

**Consultants Directory:** A service for finding a usability consultant. See [www.usabilityprofessionals.org/people\\_pages/consultants\\_directory/](http://www.usabilityprofessionals.org/people_pages/consultants_directory/).

**Salary and Employment Survey:** Conducted in alternating years. Survey reports can be accessed at [www.usabilityprofessionals.org/upa\\_projects](http://www.usabilityprofessionals.org/upa_projects).

**Voting Consultants List:** Created at the request of the Federal Election Assistance Commission, this list includes 134 professionals in 25 states and 7 countries who are willing to work with local, state/provincial and national governments on usability issues relating to elections.

## Sponsors

In 2006, UPA received sponsorship from a number of organizations:

Gold Sponsors:



Additional Sponsors for 2006:

Apogee  
e-reiss  
The Mathworks  
Mitsue-Links  
Prodex Consulting  
SAP  
Thoughtform  
Usability.ch  
Usability Sciences Corporation  
VKI Studios

## 2006 Budget

	Income	Expense
Annual Conference	\$608,225	\$526,520
Membership Dues	\$236,159	\$ 12,715
User Experience	\$ 6,083	\$ 57,034
Web Site, E-commerce	\$ 29,106	\$ 21,747
Management, Chapters, Outreach		
Professional Development	\$ 15,208	\$262,474
Sponsors	\$ 38,961	
Total	\$933,742	\$880,490

Financial figures reported in U.S. dollars

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