

CALL FOR PARTICIPATION:

Advanced Topic Seminars



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For information on other submission types, see:

<http://www.usabilityprofessionals.org>

Submissions for Advanced Topic Seminars are due on November 10, 2003



upa 2004

Marriott City Center Minneapolis, Minnesota

Workshops & Tutorials June 7-8, 2004

Presentations & Panels June 9-11, 2004

Theme: Connecting Communities

Communities are the core of our social structure, a bridge between us and the larger world. Families, businesses, sports, religions, professions, schools, towns, cities, and nations all function as communities. In turn, they are all made up of individuals that interact with each other through community networks.

Communities are changing in ways unimagined a generation ago. More and more, people work and play together for years without meeting face-to-face. While technology may undercut and fragments traditional communities, it also opens us up to broad new possibilities.

UPA 2004 will explore the many ways that communities affect usability and the user experience, as well as the ways that the user experience affects communities.

Changes in community infrastructure affect how we communicate and interact. How are text messaging, online communities, instant messages, cell phones, wireless broadband, and mobility changing user expectations?

New technologies demand new processes to create and support them. How do our processes and techniques in new product innovation, user research and usability evaluations continue to evolve with a community focus?

As our communities grow and stretch, they take in more and more diverse people. How do we design and evaluate products in this new global marketplace? How do we make products more inclusive, while maintaining specificity to critical audiences? How do we reach so many different audiences?

As we begin to design for communities, how do we transform the concept of “user experience” into “community experience?” How do we develop the persona of a community? How do we measure and assess the community experience? How do we balance between users and communities? How do communities interact with each other, and how do we design for inter-community interaction?

The usability community itself is changing and growing. How do we shape these changes? How do they affect the way we define ourselves, the tools and processes we use, and the ways we work with our colleagues to the benefit of our users, both individuals and communities?

The community landscape changes every day. Come to UPA 2004, and network in our community.

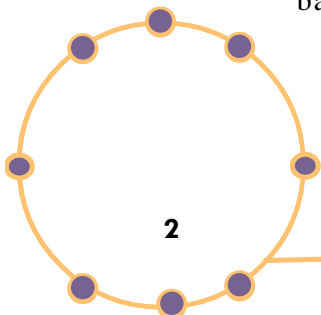
We encourage submissions relating to this theme, in addition to a broad range of other topics of interest to usability professionals. While a connection with the theme is an added value in selecting submissions, it is not required.

A Personal Invitation

Caryn Zange-Josephson, conference co-chair

I grew up in a small town before the “technology explosion.” My sense of community was shaped by my experiences and interactions within this small town—everyone knew your name and your family, and there was a strong sense of shared history. I was aware of the world outside this community only in the “abstract.” Today I live an urban/suburban area. What I find fascinating is the way in which the sense of community changes in this setting, yet at the same time is so similar to the small town I grew up in. The diversity of experiences and backgrounds are both invigorating and challenging, and yet during times of crisis or shared joy, differences that potentially can divide people diminish as they come together to mourn or celebrate a community event.

The advent of technology has allowed our communities to expand even further. When I began my career, the community in which I worked was located in the same office, and everyone worked on site. “Remote” working meant that you needed to walk to a different building for a meeting. Today my working community includes people who telecommute and people who live in different states and countries. Technology allows us to form communities that truly break boundaries. However, these new communities bring their own challenges: when everyone was in the same office, you quickly learned that when “Joe” says “that can’t be done,”



all you had to do was raise your eyebrows and then sit back and watch him figure out how to do it. However, building that kind of understanding of and rapport with members of a virtual community is much more challenging.

I'm excited to be co-chairing the 2004 conference in my "home town community"—the Minneapolis/St. Paul area. We have a local UPA chapter made up of people from many different backgrounds and who are themselves members of many other communities. We are eager to explore ways in which to reach out to other groups to mutually explore ways to improve the "community experience."

I invite you to come to UPA 2004, to share your experience and knowledge. Submit a proposal for a presentation, panel, paper, advanced topic, tutorial, workshop, idea market topic, or poster. Our community needs you!

New for 2004

Each year, UPA tries to bring something new to its conference. This year we have planned:

Peer-reviewed papers. UPA provides a venue for peer-reviewed papers, which will be published in a special section of the conference proceedings. All proposals for papers must be submitted in a package with a proposal for a presentation, which will be delivered at a special paper presentation session. The proposals for both the paper and the presentation must be accepted for the paper to be published in the Proceedings. Both the paper and the presentation must reflect the priorities of the UPA conference, which emphasize practicality, hands-on experience, and interactive presentation.

English-language mentoring. UPA seeks to become a world-wide community. To accomplish this goal, we encourage submissions from those for whom English is a second language. At the same time, we recognize that a language barrier might inhibit people from submitting their ideas to the UPA conference. To encourage more submissions from the English-as-a-second-language (ESL) community, UPA provides mentors to assist with ESL issues during preparation of submissions. UPA is an English-language conference; however, we continue to

support and encourage local UPA chapters to extend their resources to the wider UPA community. Contact the UPA conference international chairs, Alain Robillard-Bastien (arbastien@videotron.ca) and Nathalie Barthe (nbarthe@videotron.ca), for more information about English-language mentoring.

Newcomer curriculum. UPA has always taken a practical, hands-on approach to usability. This emphasis has been effective in helping newcomers to the profession to build their skills quickly and effectively. This year, UPA will provide a new curriculum geared specifically to newcomers, with particular focus on experienced professionals in other fields who are moving to usability or adding usability to their skill set.

On-going idea markets. For two years, UPA has experimented with a special panel format called an idea market. This year, UPA is implementing idea markets as a new session format. Topics for these directed but casual discussions about burning questions will be included in the conference program, with summaries and "after thoughts" being published immediately following the conference. An idea market uses an open street market as a metaphor. It takes place in a large meeting room with no chairs, but rather than stalls selling vegetables or other wares, there are up to 10 idea stations each with an "activator" and 2 flipcharts to use as visuals. Each activator leads a discussion around a chosen topic. On one flipchart, the activator posts the questions or issues to explore about the topic and on the other flipchart, the activator records the ideas that come up during the discussion. As sheets fill up, the activator tapes them on the wall behind the station so attendees can see the points covered. You need know nothing about the topic you are discussing (but it does help to know a little). You don't *present* anything except a short description of your main question and up to five "starter questions" to spur and direct the discussion. Rather, activators ask questions and manage the discussion, focusing participants and eliciting responses.

SIGs. In previous years, people interested in gathering a Special Interest Groups (SIGs) were asked to submit a proposal for SIG meetings that take place after-hours. Due to declining submissions in this area, in 2004 anyone interested in gathering a SIG may post a notice at the conference. Several rooms will be set aside on Wednesday night for this purpose.

Room rates at the Marriott City Center will be available shortly. To make reservations, please call the hotel at 614/349-4000.

Conference Overview

The Usability Professionals' Association (UPA) is the leading forum for the exchange of ideas among usability practitioners. The UPA seeks your active participation in our 2004 conference. We invite you to share your ideas and experiences with fellow practitioners by submitting proposals for program topics, workshops and tutorials, volunteering to help at the conference, and by attending the conference.

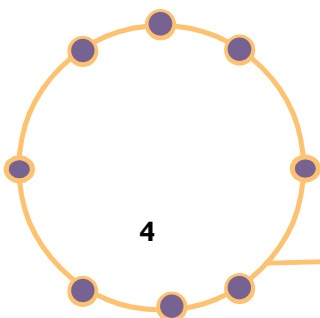
Conference Focus

The UPA provides a forum for usability practitioners to share techniques and experiences. Now in its thirteenth year, the UPA attracts a variety of people: newcomers to our field and experienced practitioners, as well as the distinguished professionals who have been defining and shaping the field of usability for decades. The UPA also provides supportive information to senior executives, managers, team leads, and those who are usability advocates within their organizations.

The conference will take place June 7-11, 2004, at the Marriott City Center in Minneapolis, Minnesota. With its sister city, St. Paul, the Minneapolis location offers a beautiful downtown urban setting that's known for its theaters, shopping, museums and outdoor recreation.

The UPA conference committee is looking for presentations, panels, papers, advanced topic seminars, tutorials, workshops, idea market topics and posters that address all of these audiences. The following table illustrates the topics of greatest interest to these various audiences:

People New to Usability	Experienced Practitioners	Technical and Professional Leadership
<ul style="list-style-type: none"> <i>Methodology and skill development</i> <i>Overview of usability in product lifecycle</i> <i>Business case studies</i> <i>Presentation of a design</i> <i>Overview of a concept or philosophy</i> 		<ul style="list-style-type: none"> <i>Visionary Topics</i> <i>Method Validation</i>
	<ul style="list-style-type: none"> <i>Strategic issues in usability</i> <i>Creating environments for usability solutions</i> <i>Integrating usability into business and product life cycles</i> <i>Requirements for new tools and methodologies</i> <i>Unsolved problems</i> <i>Social impact of technology</i> <i>"Out of the box" thinking from experts in other fields</i> <i>Other ways to use your skills</i> 	



In addition to the topics listed above, some of the following topics were requested by 2003 conference goers:

- More case studies, success stories
- Usability and user centered design of specific types of applications: e-Learning, Voice, Call Center, non-traditional devices, non-web, complex software applications, documentation, industrial design, physical products, web-based applications
- Role/interaction with product development
- Role/interaction with customers
- Research advancements
- Tools, tips and techniques for consultants
- Usability / User Centered Design ROI
- Starting up a usability program
- Design patterns—including user task patterns
- How usability relates to other disciplines
- Usability for an aging population

What Makes a Successful Submission

The content and style of presentations, panels, papers, advanced topic seminars, tutorials, workshops, idea markets and posters are the heart of the UPA conference. Content and style are what make the experience fruitful, educational, and fun for attendees. To learn what appeals to conference attendees, the conference committee analyzes the evaluations from the previous conference each year. Successful sessions in past conferences consistently meet these standards:

- Highly rated sessions provide a healthy balance of lecture and audience participation; help people understand how usability relates to other areas; provide real-life examples and case studies; focus on topics with wide application such as Web-related topics; and give attendees ideas and materials to take back home and start applying right away.
- Highly rated presenters have opinions and experience about the topic, present with energy, and have clear and concise presentation materials.

The Review Process

The submission review process has two stages. First, committee co-chairs organize a blind review, and several selected UPA-member reviewers read and rate the submissions. Second, an executive committee, which includes committee co-chairs, reviews the submissions based on the ratings and makes the final selection. Every submission will receive feedback following the review.

Testimonials from Last Year's Conference

If you are new to UPA, or you would like to understand what kind of presentations that attendees found most valuable, here are a few presentations from the 2003 conference, with evaluation comments.

Overall

- I attended last year and loved it. I will attend as long as they have conferences!
- [I come] to obtain practical information from a wide variety of experts.
- UPA is a very useful, practical conference. I always learn a lot of new techniques and obtain new ideas.
- UPA is always an exciting and positive experience.

Tutorials and Workshops

UCD in the Age of “Web Years”, XP, and Agile Programming Methods: Towards Agile User-Centered Design

- Very enjoyable time; [I] felt like we accomplished a lot and made great progress towards future work on this.

Forms that Work: Understanding Forms to Improve their Design

- Excellent workshop. Provided an excellent breadth and depth of info that will be very helpful to current and future projects. Good examples supported concepts.

Conducting a Hands-on Usability Assessment

- This was an excellent session - the right amount of teaching, class interaction and practice exercise

Get real! Techniques for gathering and analyzing user requirements in the “Real World”

- Excellent balance of practical experience and specific information. Doing these activities will change the way our department works.

Panels

Adventures in Participant Recruiting: From Screening with Rigor to Dealing with No-Shows

- This was the most useful session of the conference for me.

Idea Market: Dynamic Discussion About Ideas on Methodology, Data Gathering, Roles, and More

- This is an exceptional session—it is a great idea. I loved the opportunity to wander from conversation to conversation on my own time, and those who lead good discussions were amazing! This was the best session at UPA!

The State of Web Site Usability for June 2003

- Very thought-provoking about what the next steps for the profession might be.

Presentations

Beyond Video: Accessibility Profiles, Personas, and Scenarios Up Close and Personal

- This session is a fantastic opportunity to see accessibility issues in action. There is nothing more powerful than real people’s experiences with real products and explaining their trials and triumphs in person and in context. Wonderful opportunity and experience. Thank you!

Field Research in Commercial Product Development

- FANTASTIC! Relevant and interesting. This presentation was worth the price of admission to the entire conference. Value received! This concrete, specific type of presentation is the most helpful to me in my job.

Fixing What Matters: Accounting for Organizational Priorities When Communicating Usability Problems

- Timely topic matter and usable techniques that could be sealed based on need. Even from a non-usability professional perspective, helpful overview.

Using Movies to Make Complex Software More Approachable

- VERY well-organized and interesting session.

Social cultural trends and insights and their implications for product

- Comprehensive content, excellent data, educational.

Dimensions of Usability: Defining the Conversation, Driving the Process

- This was informative, engaging, and fun. A perfect topic for Friday morning and useful information for anytime.

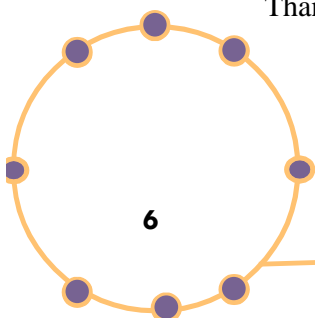
Invited Speakers

Music and the Arts: Usability in fact and as metaphor

- Very engaging and thought provoking talk. I thoroughly enjoyed the theme of the talk and how the speaker related it to usability.
- Outstanding; worth the price of the conference.

Keynote Speaker: Opening Plenary

- The content was inspirational.
- I liked [the] cross-industry involvement.



These are the kind of comments that we want to hear about every session. People are excited. They're learning. They have new insight into how they can do their work. They have new tools and new ways to apply old tools.

People at UPA share with each other, not only in the halls or at dinner, but at sessions as well. They always want more, but they give, too. UPA should be as exciting for presenters as it is for attendees.

Important Dates

November 10, 2003

Seminar submissions due. Use the online submission process at <http://www.usabilityprofessionals.org/>

January 16, 2004

Notification of acceptance or rejection sent.

April 9, 2004

Optional slides for Proceedings must be received at UPA office by this date.

June 7-11, 2004

UPA 2004 Conference

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Conference advisor

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Conference sponsorship

UPA Office office@UPAssoc.org

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Carol Peterson carolp@mathworks.com

Conference Process and History

Thyra Rauch trauch@us.ibm.com

Advanced Topic Seminars

Advanced Topics Seminars are forums in which experienced usability professionals can discuss focused topics in more detail than at presentations or panels. These 2-hour seminars will occur during the main conference and will accommodate about 20 people. The leaders of each seminar will present the advanced topic for about 30 minutes and then allow about 1-1/2 hours for discussion and debate.

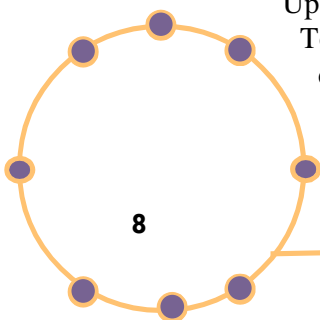
The Advanced Topics Seminars will require a high degree of interaction. Seminar leaders must capture the results of the seminars and make them available on the UPA website, allowing for sharing and learning following the conference.

Advanced topics should be challenging and geared toward usability professionals with five or more years of experience in the field. Examples of advanced topics might include:

- Methods for evaluating speech-based systems
- Experimental designs for competitive analysis
- Assessing the validity of user interface inspections
- Classic human factors evaluation methods that we don't see used much
- Methods for long-term (longitudinal) usability investigations
- Using non-parametric statistics with small sample usability tests
- Cognitive issues in the design of online surveys
- Assessing the severity and likelihood of usability problems
- What can I learn about usability from eye-tracking studies?

Benefits

Up to two facilitators per Advanced Topic Seminar will receive a 20% discount on conference registration.



Submission Information

All submissions must include two documents: a description, and background information about the facilitator(s). Please use the UPA-provided templates to prepare these documents. In addition, you will complete forms online with additional information when you submit your seminar. See the section "[Submitting Your Proposal](#)" for additional information.

1. Description of the Advanced Topics Seminar (4 pages minimum, 6 pages maximum, 1MB maximum file size) plus key references.

Your Description should include the following:

- Title: Include the title of the Advanced Topic Seminar on each page of the Description in the header.
- Abstract: Provide a 50-word synopsis of your submission. The abstract will be used in the Advance and Final Programs for accepted submissions.
- Description: Provide a description of the Advanced Topic Seminar that contains the following information:
 - Why is this an advanced topic? What is the relevance/importance to current professional challenges and opportunities?
 - What are the key points that you will bring up in this Advanced Topic Seminar?
 - What examples, demonstrations, or other activities will you use to stimulate interaction with your advanced audience?
- Key References: All presenters should have a list of key references that pertain to their topic.
- Participant selection criteria. Participants are expected to have 5 or more years in the usability field, but you may have other criteria like some background in statistics, experience with the specific topic, or knowledge of the

literature in the area.

- Desired number of participants (about 20).
- Pre-seminar activities for participants, such as submission of a brief position paper or list of references on the topic that could be shared.
- Pre-seminar activities for seminar facilitators, such as creating materials to support seminar activities.
- How will results be presented at the conference? (e.g. during the Poster Session, at the Idea Market, etc.
- Dissemination of results (UPA web site, other forums). At a minimum, results must be posted on the UPA web site. Advanced topic presenters may also submit a paper to either User Experience or to UPA Voice within three months after the conference.
- If you previously have presented the proposed material at UPA or another conference, your UPA proposal should include the number of conferences at which you previously presented the materials and how you have modified your materials for UPA 2004, if applicable.
- New for UPA 2004 – New for UPA 2004 for all submission types – Without using names or other clearly identifying information, describe your professional history of working with the material you will be presenting. We realize that this can be difficult, but this section is intended to help reviewers understand the depth and length of your work in the topic of this session. Examples:

- “The speaker has worked as a usability consultant for 8 years, and has given several presentations on this topic at national and international conferences.”
- “The speaker is a graduate student in a Human Factors program. The research described in the presentation is part of the speaker’s thesis.”

- “The speaker has written a book on the topic which was published in 2002.”

2. *Your Background.* In a separate document, describe in one or two paragraphs the relevant background and experience of each presenter, including presenter names and their affiliated organizations. Background description should not exceed 150 words for each person. This description will be used in all published information about the Advanced Topic Seminar.

To facilitate the blind review process, the background document of your submission will not be sent to the review panel. Some information from the submission process (e.g., keywords, audience, etc.) will also be provided to reviewers. To keep your identity confidential:

- Do not include your name, product name (noncommercial products only), or organization on any page of your Description, including headers and footers.
- Be sure to remove your name and organization from the Property settings in your document.

During the online submission process, you will fill out a series of forms that ask for additional information. Several of these questions will help UPA classify the audience and subject matter for your seminar. Please be sure to read the section, “[Preparing Your Submission](#)” before submitting your seminar proposal.

Review Questions & Guidelines

The review criteria for the Advanced Topics Seminar proposals include the session’s potential for generating stimulating discussions and useful results, and the expected community interest in the topic. The organizer’s proposal must convince reviewers that the session will be well organized and that the majority of time in the seminar will be spent in group discussion and/or interactive activities. If multiple session proposals are

received for the same or similar topics, the organizers might be encouraged to merge them.

Reviewers will evaluate all Advanced Topic Seminar submissions on the basis of these questions:

1. How relevant do you think this topic is for UPA members with at least 5 years of practical experience in usability (i.e., emphasis on advanced topics and issues of concern to experienced association members)?
2. How likely is it that this advanced topics seminar will give experienced usability professionals new and innovative methods, organizational approaches, or ideas for improving products or processes?
3. How likely is it that this advanced topic seminar will produce tangible results that will be useful to attendees after they leave?
4. How likely is it that this advanced seminar format and activities will encourage audience involvement and active participation?
5. Is there a clear and practical statement of the mechanism for dissemination of results following the advanced seminar session (for example, on the UPA web site, an article in a UPA publication)?
6. In what way will the speaker's background contribute to the quality of presentation? Does the speaker's background match their chosen topic to speak on? I.e., If this is an advanced topic does the speaker have an advanced degree, have they presented this topic before or have they been practicing usability for a longer period of time? How much experience does the speaker have with the presentation topic?
7. What is your overall recommendation?

As a submitter, you will receive anonymous reviewers' comments in response to these questions.

Templates

UPA provides templates both for Advanced Topic Seminar submissions and for biographical information.

These templates guide you through the process of building a submission that will describe your material in a way that will help both you and your reviewers to evaluate your submission against the review questions. We strongly urge you to use these templates.

- Download the advanced topic seminar template at [template advanced.tf](#).
- Download the biographical information template at [template bio.tf](#).

After Your Seminar is Accepted

UPA will notify submitters of the status of their submission by January 16, 2004. If you are accepted, you will be asked to confirm your participation. **Once you confirm, you are expected to give your seminar, or arrange for an equivalent substitute presenter.**

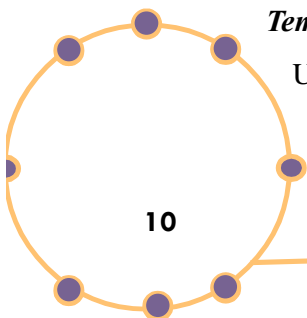
Although Advanced Topic Seminar facilitators are not required to put materials in the proceedings, slides used in the seminar may be of interest to the UPA membership as a whole. If slides are submitted to the proceedings, they must be provided by April 9, 2004.

After the conference, the results of the seminar must be placed on the UPA web site.

For more information:

Contact the Advanced Topic Seminars Co-Chairs:

Chauncey Wilson Chaunsee@aol.com
Eugenie Bertus Eugenie_Bertus@bmc.com



Additional Information

Submitting Your Proposal

You must use the online submission process at the UPA web site, <http://www.usabilityprofessionals.org/>. If problems occur during the submission process, please contact the appropriate chair-person before resubmitting. Updates to materials after submission should be coordinated with your chair-person.

Preparing Your Submission

During the submission process, you will need to answer several questions about the content and focus of your proposal. Please review these questions below before submitting your proposal.

In addition, please be ready to answer questions about any restrictions or special requirements.

Target Audiences

During online submission, you will be asked to indicate the audience for your submission.

Basics for People Who Are New to Usability. Sessions designed for people who are new to usability should assume little or no prior knowledge or experience with usability concepts and techniques. These sessions should focus on bringing new people up to a minimum competency in a subject area as quickly as possible, so that they may take advantage of a broader range of sessions at this same conference. UPA will attempt to schedule these sessions early in the conference week.

Topics for People who are Experienced in Usability but New to the Topic. These topics teach new skills to current practitioners, enhance existing skills, share knowledge and experience to broaden one's knowledge of both craft and business, and build the usability community. Experienced practitioners are the people most likely to encounter new problems and issues (beyond basic skills), and need to have knowledge of both techniques and resources that will help them cope with any challenge.

Topics for People who are Experienced in Usability and in the Topic. These topics teach advanced skills and knowledge in established subjects, and provide experienced practitioners with an opportunity to

enhance existing skills. These sessions provide insight into the evolution of established practices, and provide an opportunity to share successes and failures in ways that help practitioners evaluate and improve their performance in ongoing projects and environments.

In-Depth, Specialized, or Research Topics. In-depth, specialized, and research topics require a broad and deep experience base. These topics explore, define, or validate standards and practices. Many of these topics look into the future to guide and direct the profession in the directions it needs to go. These may include unsolved problems, as well as re-shaping the field and the community at any level from vision to methodology. Broadly speaking, these topics address issues at the leading edge of usability, and build the intellectual foundations of the profession.

Leaders and Mentors. The essence of leadership is accomplishing work through others. This can cover a wide variety of roles, including teamwork, management, leadership, situational leadership, interdisciplinary work, teaching, mentoring, publishing, advocacy, and evangelizing, as well as related areas such as marketing, product management, or project management when usability professionals work in or with these functions. Effective leadership is essential for bringing usability into the mainstream in product design and development.

Friends and Allies. Friends and allies may be anyone outside the usability profession who is committed to the goals and practice of usability, and who actively works for the advancement of the field, such as graphic designers, developers, technical writers, etc. These "usability advocates" tend to have a strategic viewpoint, focusing on direction and deployment rather than technical details. They may also bring in topics from related fields.

Anyone. Some sessions are of interest to everyone involved with usability, regardless of experience level or profession. These sessions should be of broad interest, non-technical, and

focused on current and future interests to the field as a whole.

Presentation Information

During online submission, you will be asked to provide information that describes your proposal.

Presentation Strategy: Choose a strategy from the following list (Presentations/Panels only):

- Business case study
- How-to discussion
- Overview of concept, philosophy, or methodology
- Presentation of design or design guidelines
- Other (please indicate)

System, Product, or Project Focus: Choose one focus area from the following list:

- Web
- Computer software
- Emerging interfaces
- Documentation or online assistance
- Hardware
- Handheld and wireless
- Consumer products/Living environments
- Embedded or pervasive systems
- Other (please specify)
- No specific system, product, or project orientation

Topic Category: Choose one category from the following list:

- Enhancing general usability skills
- Usability method implementation or adaptation
- Building usability within the organization and the product life cycle
- Issues and strategies for experienced usability professionals
- “Outside the box” topics (topics not directly related to usability, but that could have indirect application)

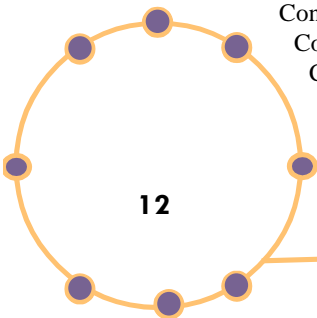
Keywords: Choose up to three keywords from the following list. Feel free to create keywords:

- Accessibility and disability
- Change management
- Cognitive walkthroughs
- Combining methods
- Comparative studies
- Conceptual Design
- Consulting
- Consumer designs
- Contextual inquiry
- Cost-justifying usability

- Cross-cultural challenges
- Data collection and analysis
- Design communications
- Designing and testing with children
- Experimental design and statistics
- Field and ethnographic research
- Focus groups
- Having fun with customers
- Heuristics and guidelines
- Information Architecture and Design
- Interaction design
- Metrics
- Managing a usability group
- New methodology
- Organizational issues
- Paper prototyping
- Patterns in analysis and design
- Participant recruiting
- Participatory design
- Perception of quality/user satisfaction
- Product lifecycle and usability
- Professional development
- Project management
- Prototyping
- Remote testing
- Results reporting
- Role of usability engineer
- Selling usability
- Standards and/or guidelines
- Strategic usability
- Support tools and software
- Surveys and questionnaires
- Task analysis
- Tools
- Training and education
- Usability (lab) testing
- User interface design
- User interface inspections
- User-centered design
- User experience

If your Seminar is Accepted

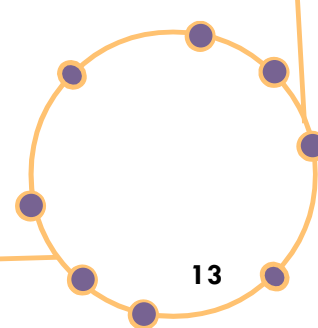
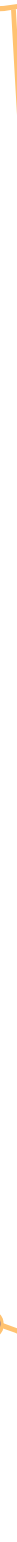
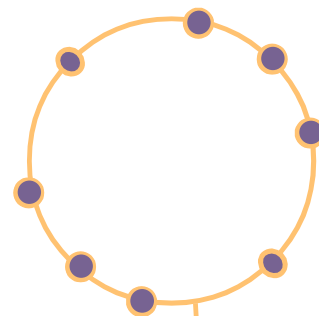
There are a limited number of presentation slots and submissions are very carefully selected for balance and appeal to attendees. If your presentation is accepted, you are expected to fulfill your professional obligations and present so that we do not disappoint the attendees who expect to attend your session. If you are accepted, you will be asked to confirm your participation. **Once you confirm, you are expected to give your presentation, or arrange for an equivalent substitute presenter.**



You will need to provide materials for the proceedings as described in the submission guidelines. Further information will accompany your acceptance notification.

You are also expected to provide handouts for session attendees.

Please see the submission guidelines for any benefits. Please note that we are unable to pay travel, accommodations or registration fees except as noted in the submission guidelines.



[Welcome, UPA 2004 submitter. The UPA 2004 conference committee provides this document to help you organize and format the Description section of your submission. It provides explanatory text (such as that found in this paragraph), which you should delete before sending your submission. It also provides practical example text that you should replace with your own text. Good luck, and we hope to see you at UPA 2004. *Delete this entire paragraph before sending your submission.*]

Presentation Title:

Winning With Rapid Development—Incorporating Customer Needs into Fast-Paced Web Design

[Replace the example title shown above with your submission title. Be sure to include your title on each page of your submission. Delete this entire paragraph before sending your submission.]

[We know that you provided some of the information requested below in your cover page; however, the submission reviewers will see only your submission description—not your cover page—so please provide all the information described below. *Delete this entire paragraph before sending your submission.*]

Learning objectives:

[Explain in a short paragraph what you expect attendees will learn from attending your presentation. We provide an example below. Replace this text with your own.]

Attendees will learn practical tips on how to assemble the appropriate team for incorporating user-centered design into a face-paced development project.

How presentation will be conducted:

[Explain in a short paragraph or bulleted list how you will conduct your session. For example, what interaction props or materials will you use? Will you run your session as lecture followed by Q & A, or will you incorporate interactive Q & A throughout your presentation? Will you incorporate video or audio recordings? We provide an example below. Note that you may omit this section as a separate description area if you incorporate it in the DETAILED DESCRIPTION section that follows.]

The authors will lecture and project several example web pages to illustrate points. The authors will continually field questions and encourage discussion of examples and problems we bring up during our talk. We will provide printed hand-outs of our projected slides.

Abstract (50 words):

[Summarize your presentation in 50 words or less. If you provide more than 50 words, the text will be reduced for publication. Replace the example below with your abstract.]

This case study describes a challenging but successful rapid-development web project, which incorporated customer-centered design using multiple methodologies. Within ten weeks, we conducted field studies and focus groups, produced paper prototypes of three navigational concepts, conducted a usability test using paper prototypes, and performed heuristic evaluation on the resulting design.

DETAILED DESCRIPTION OF CONTENT, WITH SESSION TIMELINE

[Describe the order of topics in your presentation/panel and the amount of time estimated for each topic. The partial example below provides some guidelines. Replace this partial example with your own detailed description. The description should contain enough detail to give reviewers a full understanding of what you will discuss in your seminar.]

Project Background (X minutes)

In Summer, 2001, the authors worked with XYZ Enterprises as key contributors to XYZ's web site redesign project. The primary goal of the redesign was to deliver improved usability to the site's diverse audience, which consists of both internal and external customers. Internal customers include large and well-respected XYZ sales and service staffs. External customers include [industry] technologists, clinicians, and purchasing decision makers for a variety of [industry] facilities.

Consecutive vs. Concurrent Methodologies (x minutes)

In the best of all possible design schedules, the user and task analysis components occur consecutively, with each completed component contributing to the design and implementation of the next. However, the reality of web design and development usually dictates shorter, more compressed schedules. With the time parameters of this project as tight as they were, the authors knew they would have to consider creative ways of accommodating XYZ's need for fast turnaround without compromising good design practice.

Audience Participation: Questions, Answers, and Other Experiences (x minutes)

The presenters will solicit questions from the audience and also invite examples and discussions of attendees' experiences in similar studies. We may use the following probes to start the audience participation:

- [Question]
- [Question]
- [Question]

DESCRIPTION OF MATERIALS (HANDOUTS)

[Describe what handouts you will provide to attendees of your session. If you have samples available now, please attach them with your submission.]

[Provide a description of the presenters in a separate document; you can use the template named `template_bio.rtf` as a starting point.]

[When you are finished with this file, please save this file to a filename that has your last name followed by “_presentation” or “_panel” as appropriate. Thank you.]

Background in this material:

UPA 2004 Proposal *[Replace this title with your submission title.]*
December 10, 2001

[If you previously have presented the proposed material at UPA or another conference, your UPA proposal should include the conferences at which you previously presented the materials and how you have modified your materials for UPA 2004, if applicable.]

Experience as a presenter

New for UPA 2004 – Describe your professional history of working with the material you will be presenting, including your job role, but without using names or other clearly identifying information. We realize that this can be difficult, but this section is intended to help reviewers understand the depth and length of your work in the topic of this session. Examples:

“The speaker has worked as a usability consultant for 8 years, and has given several presentations on this topic at industry conferences.”

The speaker is a graduate student in a Human Factors program. The research described in the presentation is part of the speaker’s thesis.

BACKGROUND OF PRESENTERS

[Provide identify and descriptive information about all presenters for your presentation or panel. Use the following format as a guideline.]

Name

Title

Company or Organization Name

Voice: 608-555-6789, ext. 123

Fax: 414-555-9876

Email: name@organization.com

[Describe the person's professional and organizational affiliations and experience relevant to the topic of the presentation or panel.]

[When you are done, please save this file to a filename that has your last name followed by “_bio”. Thank you.]