

# CALL FOR PARTICIPATION:

## *Peer-Reviewed Papers*



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For information on other submission types, see:

<http://www.usabilityprofessionals.org>

**Submissions for Peer-Reviewed Papers 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, 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.

## 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.

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.

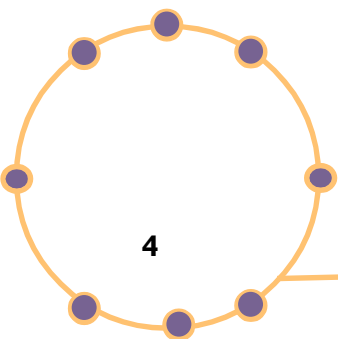
Room rates at the Marriott City Center will be available shortly. To make reservations, please call the hotel at 612/349-4000.

## 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 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
<p><i>Methodology and skill development</i></p> <p><i>Overview of usability in product lifestyle</i></p> <p><i>Business case studies</i></p> <p><i>Presentation of a design</i></p> <p><i>Overview of a concept or philosophy</i></p>		<p><i>Visionary Topics</i></p> <p><i>Method Validation</i></p>
	<p><i>Strategic issues in usability</i></p> <p><i>Creating environments for usability solutions</i></p> <p><i>Integrating usability into business and product life cycles</i></p> <p><i>Requirements for new tools and methodologies</i></p> <p><i>Unsolved problems</i></p> <p><i>Social impact of technology</i></p> <p><i>"Out of the box" thinking from experts in other fields</i></p> <p><i>Other ways to use your skills</i></p>	



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

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

### January 16, 2004

Notification of acceptance or rejection sent.

### April 9, 2004

Presentation content and related materials must be received at UPA office by this date.

### June 7-11, 2004

UPA 2004 Conference

#### Conference co-chairs

Diane Wilson [diane@firelily.com](mailto:diane@firelily.com)

Caryn Zange Josephson [cbz@skypoint.com](mailto:cbz@skypoint.com)

#### Conference advisor

Joseph Kramer [kramerjo@us.ibm.com](mailto:kramerjo@us.ibm.com)

#### Tutorials co-chairs

Jarinee Chattratchart

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#### Workshops co-chairs

Carol Peterson [carolp@mathworks.com](mailto:carolp@mathworks.com)

Mary Beth Rettger [mrettger@mathworks.com](mailto:mrettger@mathworks.com)

#### Presentations and Panels co-chairs

Merryl Gross [merrylg@alum.mit.edu](mailto:merrylg@alum.mit.edu)

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#### Papers chair

Stephen Hatfield [Shatfield15@earthlink.com](mailto:Shatfield15@earthlink.com)

Wendy McKibben [Wendy\\_mckibben@forgent.com](mailto:Wendy_mckibben@forgent.com)

#### Advanced Topics Seminars co-chairs

Chauncey Wilson [Chaunsee@aol.com](mailto:Chaunsee@aol.com)

Eugenie Bertus [Eugenie\\_Bertus@bmc.com](mailto:Eugenie_Bertus@bmc.com)

#### Idea Market co-chairs

Dana Chisnell [dana@usabilityworks.net](mailto:dana@usabilityworks.net)

#### Posters co-chairs

Sharon Harap [Sharon.Harap@tns-i.com](mailto:Sharon.Harap@tns-i.com)

Kathy Baxter [Kathy.baxter@oracle.com](mailto:Kathy.baxter@oracle.com)

#### Invited Speakers co-chairs

Deborah Hinderer Sova [Deborah@teced.com](mailto:Deborah@teced.com)

Joe Bugental [James.Bugental@sun.com](mailto:James.Bugental@sun.com)

#### Student Volunteers chair

Lena Miyamoto [Lena.miyamoto@sotech.com](mailto:Lena.miyamoto@sotech.com)

Joi Roberts [joiroberts@lucent.com](mailto:joiroberts@lucent.com)

#### Exhibits chair

Dave Mitropoulos-Rundus

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#### Publicity

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Cia Romano [cia@interfaceguru.com](mailto:cia@interfaceguru.com)

Lee Ellis [lee@idealee.com](mailto:lee@idealee.com)

#### Web chair

Gary Macomber [macomber@sbcglobal.net](mailto:macomber@sbcglobal.net)

Eileen Quinen [Eileen.T.Quenin@lexisnexis.com](mailto:Eileen.T.Quenin@lexisnexis.com)

#### Reviewers chair

Daniel Engelberg [Dan.engelberg@sympatico.ca](mailto:Dan.engelberg@sympatico.ca)

James McElroy [James.mcelroy@monster.com](mailto:James.mcelroy@monster.com)

Bill Albert [Bill.albert@fmr.com](mailto:Bill.albert@fmr.com)

#### Session chair coordinator

Catherine Courage [Catherine.courage@oracle.com](mailto:Catherine.courage@oracle.com)

#### International chair

Nathalie Barthe [nbarthe@videotron.ca](mailto:nbarthe@videotron.ca)

Alain Robillard-Bastien [arbastien@ideactif.com](mailto:arbastien@ideactif.com)

#### Conference sponsorship

UPA Office [office@UPAssoc.org](mailto:office@UPAssoc.org)

#### Surveys

Carol Peterson [carolp@mathworks.com](mailto:carolp@mathworks.com)

#### Conference Process and History

Thyra Rauch [trauch@us.ibm.com](mailto:trauch@us.ibm.com)

## Peer-Reviewed Papers

In the past, all submission proposals have been reviewed by a panel of peers. This year, we offer a peer review of full papers; that is, completed works, not just a proposal. Authors of accepted papers will be allowed to make small revisions based on reviewers' comments. These papers will be in a separate section of the proceedings, clearly identified as peer-reviewed papers. We will be highly selective and will choose a limited number of submissions to ensure we are establishing a premier venue for publications. We are looking at two major areas: (1) Methodologies and Tools, including practical new methods, processes and techniques along with new tools for use in interactive systems or device design, development, and testing, and (2) Results from Fieldwork and Ethnography, including findings, guidelines, etc. from studies of real world settings or of technology use in such settings providing a clear relevance to the design and deployment of interactive systems or devices.

In keeping with the priorities of the UPA conference, papers and their presentations must emphasize practicality, hands-on experience, and interaction between authors and attendees. Papers that are accepted for publication must also be presented at the conference. The presentations will be made at a special session dedicated to presentations from peer-reviewed papers. These presentations must meet the same standards as all other UPA presentations. For this reason, anyone who submits a paper for UPA 2004 must also prepare and submit a presentation proposal. Both the presentation and the paper will be reviewed, independently, and both must be accepted for UPA to publish the paper. Presentation submissions accompanying peer-reviewed paper submissions will be reviewed with minor changes to the review criteria compared to the criteria used to review regular presentation submissions. These presentations must meet a minimum set of requirements that seek to ensure the presentation is not merely a copy and paste version of the paper into slide format. See additional details below.

As with the standard submissions, presentations of papers must be highly interactive, with one-third to one-half of the presentation time allocated for audience participation. Each presentation associated with a peer-reviewed paper will be 40 minutes in length.

### *Benefits*

The lead author of the paper (who should also be the lead presenter) will receive a 20% discount on conference registration.

### *Submission Information*

All submissions for papers must include three documents: the paper, a description of the companion presentation and background information about the author(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 paper. See the section "[Submitting Your Proposal](#)" for additional information.

1. Your paper (4-6 pages suggested length including tables, figures, and references, 1MB maximum file size)

Include the following items in your paper:

- Title
- Abstract: Provide a 50-word synopsis of your topic. This should be the same abstract provided for the presentation section (below).
- Other sections as appropriate, describing your design, protocol, results and analysis. UPA recognizes that the broad range of topics covered at the conference require some latitude in content organization; however, appropriate rigor must be evident. In keeping with the priorities of the UPA conference, papers must focus on practical issues or research issues that could influence practice or describe a possible new practice.
- Paper submissions that have been presented in their entirety at previous UPA or other conferences will not be considered. The UPA recognizes that research builds on initial

findings until the researchers feel a complete line of work can be presented. Paper submissions that include such initial or interim results that have been presented previously will be considered providing the submitter indicates this in their proposal and demonstrates that greater than half of the material is new.

- ***New for UPA 2004.*** 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.”

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 presentation or panel.

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.

The presentation portion of the submission will be reviewed in the manner stated in the presentation/panel submission with minor changes. All submissions are scored by reviewers based on the criteria for each type of submission. The presentation submission accompanying a peer-reviewed paper submission will be required to receive a minimum score from the presentation reviewers. The relative ranking of the presentation will not be a factor in acceptance of the presentation accompanying a peer-reviewed paper.

The nature of these paper submissions makes an absolutely blind review process for papers very difficult. Reviewers of submitted papers will be screened for previous experience in such reviews. Therefore our blind review process will be more relaxed than our presentation review process. To facilitate the blind review process, the background section 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. There are measures authors can take to aid in maximizing anonymity:

- Do not include your name, product name (noncommercial products only), or institution on any page of your paper, including headers and footers.
- Be sure to remove your name and institution from the Property settings in your document.
- When citing work previously published by the author(s), state “Author1 and author 2 demonstrated...” rather than “In previous work, author1 and author2 demonstrated...”
- Watch for identifying markings on screenshots, photos and figures.
- Be cautious in your Acknowledgments

section. For example, thanking well-known friends and/or organizations may provide information about the author(s).

We understand that in some cases who you are or where you are located/affiliated is important to a publication and we leave it up to the author(s) to determine how much anonymity they wish to pursue in the body of their paper.

3. *Your presentation description.* The presentation description section of your submission must meet all standards and requirements for presentation submissions. See “[Presentation Submission Format](#)” in the Presentation/Panel submission section for the details.

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 paper. Please be sure to read the section, “[Preparing Your Submission](#)” before submitting your paper.

Some peer-reviewed paper submissions may be too large for submission via the UPA online process. The maximum file size for a submission is 1MB. If your paper is larger than this, the online submission process must still be followed. However, instead of actually submitting the paper itself, a brief note should be entered in that portion of the submission process indicating the submission was too large. The paper itself should be emailed to one of the Papers chairs. In other words, please fill out all templates for the submission and submit online except the paper template itself will be the brief note indicating the paper has been emailed to a Papers chair. Please contact one of the Papers chairs if you have difficulty with your submission.

### *Review Questions & Guidelines*

UPA will evaluate papers on the basis of their anticipated benefit for prospective participants and on their fit in the program on the whole.

Factors to be considered include originality, practicality, relevance, appeal to the UPA population, suitability for presentation format, and use of

presentation methods that afford participants with opportunities to interact with the presenter. Papers must be complete and ready for publication. Presentation submissions must demonstrate that the coverage of the topic will fit in the proposed timeframe, including audience participation.

Reviewers will evaluate all papers on the basis of these questions:

1. **Importance:** How important do you think this topic is to the usability field?
2. **Practicality:** To what extent would this paper provide practical tips, tricks, and techniques that can be applied in the workplace?
3. **Value to attendees:** Will the session provide direct benefits that attendees can apply immediately to their jobs?
4. **Audience:** How effectively does the submitter address the needs of his or her targeted audience? See the section “[Target Audiences](#).”
5. **Theme:** In your opinion, does this topic fit the conference theme (“Connecting Communities”)? While UPA encourages submissions tied to the conference theme, it is not required. This is an “added value” in evaluating submissions.
6. **Originality/Novelty:** How well does this paper provide original or new content for returning conference attendees? Novelty is an “added value” for submission topics; UPA recognizes that established topics continue to be important to the UPA membership, and that new insights and new perspectives often come from re-examination of established issues.
7. **Demonstration of Quality:** How well does this presentation address rigor of method? That is, how well does it position the methodology used in comparison to established experimental methods, or acknowledge where tradeoffs were made and why? These qualities are difficult to assess because the criteria for quality change

depending on the topic and how the topic is approached. Evaluation based on rigor may not be appropriate in many cases, and may vary radically depending on the kind of work being presented. However, it is always a good idea to familiarize yourself with existing literature on the method or topic you are discussing. See “[Quality Guidelines](#)” for more information.

8. **Challenging:** How well does this paper challenge UPA mainstream thinking? How well will this presentation stimulate and promote “outside the box” discussion?
9. **Clarity:** How clearly and concisely is the material presented? Does it flow such that readers can easily follow the major point(s) being made? Are tables, photos, and figures used to appropriately support the text? Are the tables, photos, and figures simple, clear and easy to understand?
10. **Speaker’s Background:** 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? That is, 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?
11. **Overall Assessment:** Would you accept or reject this paper?

The presentation proposal submitted with a paper will be reviewed according to the review standards for presentations with the minor changes stated above. The paper itself and the associated presentation will be reviewed separately, by different reviewers.

- If both the presentation and paper are accepted, UPA will publish the paper, and the author will be expected to present at the conference.
- If the presentation is not accepted, the paper is also not accepted, and UPA will not publish the paper.

As a submitter, you will receive anonymous reviewers’ comments in response to these questions for the paper, as well as feedback on the presentation review.

### **Templates**

UPA provides templates for papers, for presentations, 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. Use of the UPA paper publication format is required.

- Download the paper template at [template papers.rtf](#).
- Download the presentation template at [template presentations.rtf](#).
- Download the biographical information template at [template bio.rtf](#).

### **After Your Paper is Accepted**

UPA will notify submitters of the status of their submission by January 16, 2004. If your paper is accepted, you will need to provide UPA with your presentation slides and the final copy of your paper by April 9, 2004, in order for UPA to include these in the conference proceedings.

In the event that your paper is rejected, UPA encourages you to incorporate reviewer feedback in your materials, and to resubmit as a poster. Note that the poster submission format is different from the presentation submission format.

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.**

### **For more information:**

Contact Papers co-chairs:

Stephen Hatfield

[Shatfield15@earthlink.net](mailto:Shatfield15@earthlink.net)

Wendy McKibben

[Wendy\\_mckibben@forgent.com](mailto:Wendy_mckibben@forgent.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

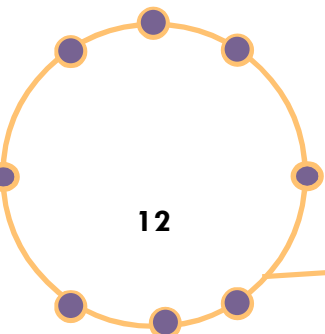
## **If your Paper is Accepted**

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, UPA2004 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.**]

## Replace This Text With Your Title

[Replace the example title shown above with your submission title. Be sure to include your title on each page of your submission. The text for this title should be bold 18-point Verdana. Titles on all pages except the first page should be bold, 12-point Verdana, located at the top of the page. **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.**]

### **ABSTRACT:**

[Summarize your paper in 50 words or less. The abstract should be a short statement of the problem, the approach, the findings and the conclusions of the work presented. The abstract should be the same abstract as submitted for the Presentation portion of the paper submission (see Presentation template for more details.) The text for this section should be 10-point Verdana. **Delete this entire paragraph before sending your submission.**]

### **INTRODUCTION:**

[This section must contain a clear, concise statement of the problem being addressed and a brief account of relevant background that supports the study. The length of this section is limited to a maximum of 500 words. The text for this section should be 10-point Verdana. **Delete this entire paragraph before sending your submission.**]

### **METHODS:**

[This section should contain explicit, concise descriptions of all methods, procedures, or processes used in the study. Descriptions of methods must be sufficient to enable the reader to judge the accuracy, reliability, and reproducibility of the study described. Established methods must be referenced appropriately. **This section is not required in the paper if the material presented does not warrant a methods section.** The text for this section should be 10-point Verdana. **Delete this entire paragraph before sending your submission.**]

### **MAIN BODY:**

[This section should contain the results of the study described or the new methodology or process being presented. Tables and figures should be integrated into this section at an appropriate point. Tables should be numbered consecutively with Arabic numerals (i.e. Table 1, Table 2, Table 3). Figures should similarly be numbered consecutively with Arabic numerals (i.e. Figure 1, Figure 2, Figure 3). Formatting details of tables and figures will be described in more detail later in this template. The body text for this section should be 10-

point Verdana. Subsection titles should be bold, 10-point Verdana with the first letter of each word capitalized. Subsubsection titles should be italic 10-point Verdana with the first letter of each word capitalized. (For subsections and subsubsections, words like *a, the, in, an* should not have an initial capital letter unless they are the first word in the title.) **Delete this entire paragraph before sending your submission.**]

**TABLES:**

[Tables should be numbered consecutively as described above and be inserted at the appropriate point in your text. Each table should have a descriptive title in bold 10-point Verdana centered above the table. Table column titles should also be bold 10-point Verdana when present. Tables should have appropriate borders to make them easy to read. All acronyms used in the table should be explained following the table in text aligned with the left edge of the table in italic 10-point Verdana. **Delete this entire paragraph and the section title 'TABLES' before sending your submission.**]

**FIGURES:**

[Figures should be numbered consecutively as described above and be inserted at the appropriate point in your text. Each figure should have a descriptive title in bold 10-point Verdana centered above the figure. Each figure should have a left-aligned figure caption in 10-point Verdana located at the bottom of the figure. The caption should begin with the figure number in bold 10-point Verdana with a period after the numeral (i.e. **Figure 1.**) All acronyms used in the figure should be explained in the caption. **Delete this entire paragraph and the section title 'FIGURES' before sending your submission.**]

**LANGUAGE, STYLE AND CONTENT:**

[English is the written and spoken language of the UPA. Spelling and punctuation may follow the conventions of any English dialect (i.e. British, Canadian, United States of America). Please write for an international audience.

- Use simple sentences with a straightforward sentence structure.
- Define or explain briefly all technical terms.
- Explain or define all acronyms the first time they appear in your text.
- Use unambiguous forms for dates, currencies and times (i.e. 5-August-2002, 7:00 am, 1:00 pm).
- Adequately describe all locations (town or city name, state, province or area, country).
- Avoid "insider" references if possible; when they must be used, explain such comments in enough detail to ensure reader understanding.
- Avoid puns and local language if possible; when they must be used, explain them with enough detail to ensure reader understanding.

**Delete this entire section including the section title "LANGUAGE, SYTLE AND CONTENT" before sending your submission.**]

**ACKNOWLEDGMENTS:**

[The text for this section should be 10-point Verdana. **Delete this entire paragraph before sending your submission.**]

**REFERENCES:**

## UPA2003 Paper Submission Template

[References should follow the standard bibliographic reference format (see examples below), with a numbered list at the end of the paper, ordered alphabetically by first author and referenced in the paper by number in brackets [1]. References should be published materials that are available to the general public. Other types of publications may be cited as long as they are readily available and information on how to obtain the publication is provided. Private communications should be so acknowledged in the text of the paper where they occur. (i.e. [Smith, personal communication]). See examples below. *Proprietary information may not be cited. **Delete this entire paragraph before sending your submission.***]

1. Lewis, J.R. (2001). Introduction: current issues in usability evaluation. *International Journal of Human-Computer-Interaction*, 13, 343-349.
2. President's committee on employment of people with disabilities: Basic facts. Available from: <http://www.pcepd.gov/pubs/ek97/facts.htm>.
3. Beyer, H. and Holtzblatt, K. (1998). *Contextual Design: Defining Customer-Centered Systems*. San Francisco CA: Morgan Kaufmann Publishers, Inc
4. Gregory, K. (2001). Seven layer model of usability attributes. Proceedings of UPA2001.
5. Russo, P. and Boor, S. (1993). How fluent is your interface? Designing for international users. ACM, proceedings of InterCHI '93.

## **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.]*