

# CALL FOR PARTICIPATION:

## Workshops



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For information on other submission types, see:

<http://www.usabilityprofessionals.org/>

**Submissions for Workshops 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.

## 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.

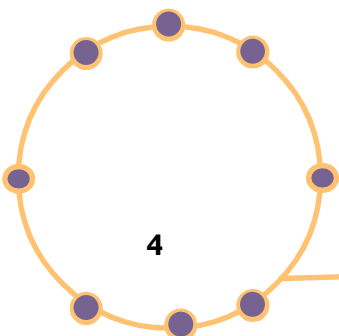
Room rates at the Marriott City Center will be available shortly. To make reservations, please call the hotel at 612/349-4000.

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



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

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

### January 16, 2003

Notification of acceptance or rejection sent.

### April 9, 2004

Workshop 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)

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#### Conference advisor

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#### Workshops co-chairs

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#### Advanced Topics Seminars co-chairs

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#### Idea Market chair

Dana Chisnell

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#### Posters co-chairs

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

#### Invited Speakers co-chairs

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

#### Student Volunteers co-chairs

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

#### Exhibits chair

Dave Mitropoulos-Rundus

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#### Publicity

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

#### Web chairs

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

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

#### Reviewers co-chairs

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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

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#### International co-chairs

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)

# Workshops

UPA workshops provide an active arena for advancements in the field of usability and design. Workshops provide the opportunity for experienced practitioners to develop new ideas about a topic of common interest and experience. The entire workshop should focus on the active exchange of ideas among the participants.

Workshop facilitators select participants on the basis of position papers submitted in advance of the workshop. Workshops typically accommodate up to 20 participants and may be full-day or two-day sessions. Workshops can serve as the first step in planning books and articles.

As the facilitator of a workshop, you should collect and organize participant position papers and prepare materials for your participants. Highly successful workshops arise from a skillful combination of structure and free-form discussion. The more you plan, the more interesting and engaging your workshop will be.

## Benefits

Up to two facilitators per workshop receive a 20% discount on conference registration. Workshop facilitators will be reimbursed for up to \$50 per workshop for expenses.

## 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 workshop. See the section “Submitting Your Proposal” for additional information.

1. Description of Workshop (4 pages minimum, 6 pages maximum, 1MB maximum file size)

Your Description should include the following:

- Title: Include the title of the Workshop 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.
- Overview of the workshop and the workshop’s premise. Describe in enough detail to communicate the areas the workshop will focus on, as well as the goals that the workshop is expected to achieve.
- Duration of workshop and schedule of events with estimated times. The time plan should include time for preparing to disseminate workshop results at the conference.
- Participant selection criteria. This should include the issues attendees need to discuss in their position papers.
- Desired number of participants (Maximum 20). If you have a minimum number of participants to run this workshop successfully, please indicate that here as well.
- Pre-workshop activities for participants, such as submission of position papers or work samples.
- Pre-workshop activities for workshop facilitators, such as analyzing position papers and creating materials to support workshop activities.
- Post-conference dissemination of results (e.g. papers, journal articles, books). At a minimum, results must be published in an article in User Experience (preferred) or UPA Voice; these articles must be submitted within three months after the conference.
- How workshop results will be presented during the conference, e.g., as a poster session, or with posters and other materials to be available in the conference Commons area.
- Any continuing post-conference activities, including discussion groups, follow-on workshops or other events, etc.
- 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.*** 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.”
- **Initial position:** At the end of the submission, facilitators should provide their own position paper on the workshop topic. This paper should be about 2 to 3 pages and should clearly outline the details of the topic(s) to be covered during the workshop. The format and content should be designed to provide attendees with a model for their own position papers. In preparing your submission, please be sure that your own position paper is separate and distinct from your abstract and plan for the workshop itself.

**2. Your Background.** In a separate document, describe in one or two paragraphs the relevant background and experience of each facilitator, including facilitator 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 workshop.

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

### ***Workshop Requirements***

During the conference facilitators must present the workshop results, either as a poster session, or with posters and other materials to be available in the conference Commons area.

After the workshop, workshop facilitators are required to produce a report in the form of an article to be published either in *User Experience* (preferred) or *UPA Voice*; these articles must be submitted within three months after the conference.

### ***Review Questions & Guidelines***

UPA will evaluate workshop proposals on the basis of their anticipated benefit for prospective participants, on their fit in the workshop program on the whole, and on their contribution to the body of knowledge for usability practitioners, and towards building or contributing to a community of practitioners. Factors to be considered include

- The workshop’s potential for generating stimulating discussions and useful results
- The expected community interest in the topic

- The quality of the organizer’s plan for structuring the workshop to reflect position paper contributions and to promote discussion and collaborative activities

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

1. How relevant do you think this topic is to the interests of UPA members (i.e., emphasis on discussions and solutions to the practice of usability)?
2. How likely is it that the workshop will produce new solutions to current problems or a potential solution to unsolved problems?
3. How likely is it that the workshop structure/strategy will produce tangible results?
4. How likely is it that the workshop format and activities will encourage involvement and active participation?
5. Is there a clear value to attendees who participate in the workshop?
6. Has the facilitator clearly identified materials that attendees will be asked to submit in advance?
7. Is there a clear plan and commitment from the workshop facilitator with regards to pre-workshop preparation based on submitted materials?
8. Is there a statement of the mechanism for dissemination of results following the workshop (including a poster at the conference and a follow-up article)?
9. 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? How much experience does the speaker have with the presentation topic?

## 10. Overall recommendation

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

If multiple workshop proposals are received for the same or similar topics, only one will be accepted; at UPA’s discretion, the submitters may be encouraged to merge them.

### *Templates*

UPA provides templates both for workshop 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 workshop template at [template\\_workshops.rtf](#).
- Download the biographical information template at [template\\_bio.rtf](#).

### *Examples*

Some examples of outstanding submissions from past years are available. Reviewing these examples will give you some insight about what makes a strong submission, and what kinds of things that UPA reviewers look for.

- Workshop example 1: [web\\_appl\\_proposal.pdf](#)

Thank you to Carol Peterson for permission to use this example.

### *After Your Workshop is Accepted*

UPA will notify submitters of the status of their submission by January 16, 2004. Workshop facilitators must establish a deadline for submitting position papers, and work with the UPA webmaster to ensure that this date is published online. Facilitators must allow sufficient time to review the position papers for their workshop, and provide a list of workshop participants to the UPA conference planner. The conference planner will set the deadline for providing the list of accepted attendees so that the workshop registration can be completed in time for people to participate in early registration

If you are accepted, you will be asked to confirm your participation. **Once you confirm, you are expected to give your workshop, or arrange for an equivalent substitute presenter.**

**Note:** Accepted Workshops may choose to present their findings during the conference Poster Session. Accepted Workshop presenters do not need to send in a poster submission. However, if your workshop is accepted, you may wish to send in a poster submission anyway, to help you think about how to present your results and to receive feedback on your ideas.

Workshop facilitators must establish their own deadline for accepting position papers.

Within three months after the conference (September 2004), provide an article to either *User Experience* or *UPA Voice* describing the workshop results.

### ***For more information:***

Contact the Workshops Co-Chairs:

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

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

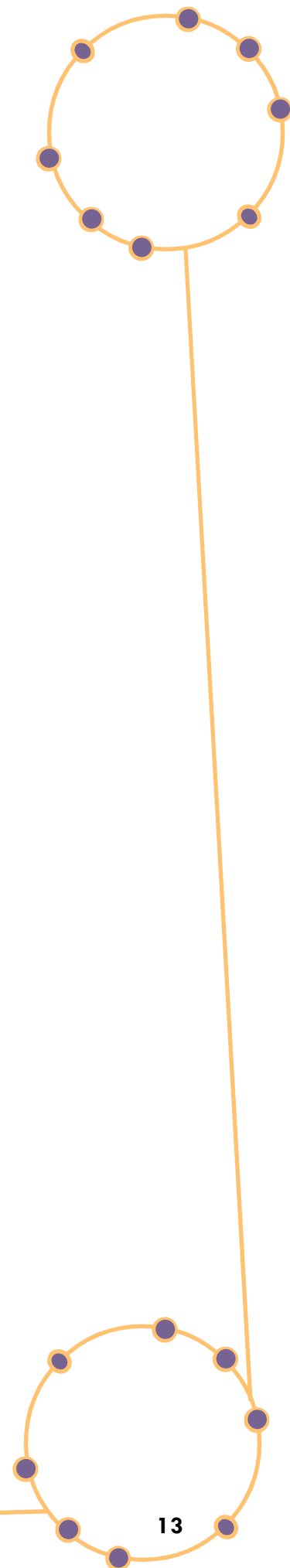
### **If Your Workshop is Accepted**

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. 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.***

**Workshop Title:**

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

Using Journals in User-Centered Design

**Abstract (50 words):**

*[Summarize your workshop 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. **Delete this entire paragraph before sending your submission.***

In usability studies with journals, participants are asked to observe themselves and record in a “journal” or “logbook” certain pre-specified events in which a researcher has indicated interest. The goal of this workshop is to develop and disseminate best practices regarding the design, implementation, and application of journaling methodologies.

**Duration**

*[Choose the workshop length from the following two choices, and delete the other. **Delete this entire paragraph before sending your submission.***

One day  
Two days

**Participant selection criteria**

*[Describe how you will select participants based on their position paper content, and what type of examples you expect them to include and issues you expect them to discuss. We provide an example below. **Delete this entire paragraph before sending your submission.***

Participants will be selected based on the quality of submitted position papers containing the following pieces of information:

1. Biographical Information. Participants will be asked to describe their educational background, work experience and particular interests in the field of HCI.

2. Relation of experience to workshop objectives. Participants will be asked to describe the questions that they have addressed using relevant methodologies and to comment on the kinds of questions that are and are not appropriately addressed by this methodology. Participants will also be asked to describe how they have implemented these studies and to discuss decisions that led to difficulties and/or successes in implementing the study or studies. Finally, participants will be asked to describe the impact that their studies had on design and what factors made that impact possible.
3. Desired outcomes of the workshop. In the final section of their position paper, participants will be asked to describe what they expect to learn and get out of the workshop.

### **Desired number of participants**

*[List the maximum number of participants you intend to accept to your workshop (not to exceed 20). We provide an example below. **Delete this entire paragraph before sending your submission.**]*

This workshop will be limited to 15 participants.

### **Workshop description**

*[Provide your own position paper on the workshop topic. This paper should be about 2 to 3 pages and should clearly outline the details of the topic(s) to be covered during the workshop. The format and content should be designed to provide attendees with a model for their own position papers. **Delete this entire paragraph before sending your submission.**]*

### **Pre-workshop participant activities**

*[Describe what activities you will ask participants to do to prepare for the workshop, such as submitting position papers or work samples. We provide an example below. **Delete this entire paragraph before sending your submission.**]*

Participants who have conducted diary studies will be asked to bring example materials to the workshop that will be displayed with their business cards on tables at the side of the room throughout the workshop for reference.

### **Pre-workshop facilitator activities**

*[Describe how you, as facilitators, will prepare for the workshop, including pre-processing of participant submissions or creation of handouts and other materials. **Delete this entire paragraph before sending your submission.**]*

Prior to the workshop, the facilitators will have reviewed each participant's position paper for information about planning, implementation, and application. The facilitators will transfer the information to index cards. Finally, the facilitators will also organize the accepted participants into three groups representing the stages of conducting the studies.

### **Workshop 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. **Delete this entire paragraph before sending your submission.**]

The workshop will be divided into two main activities, the first before and the second after the lunch break.

<b>Time</b>	<b>Activity</b>
8.00am	Coffee/tea
8:30am	<i>Introductions, sharing expectations, introducing format and logistics</i>
9:45am	Planning; Implementing; and Applying Group Sessions
10:00am	Coffee/tea
10:30am	<i>Sharing the results of the first group session with others</i>
12:00pm	Lunch
1:30pm	<i>Outlining the practical: providing the framework for the afternoon group session</i>
2:15pm	<i>Practical: developing a diary study proposal to a given research question.</i>
3:00pm	Coffee/Tea
3:30pm	<i>Sharing the results of the second group activity with others</i>
4:30pm	<i>Review: synthesize the day's conclusions and potential ways to develop them</i>
5.00pm	Close

***Planning; Implementing; and Applying Group Sessions (8:30 am to noon)***

During the first half of the workshop, participants will join one of three groups: a planning group, an implementation group, and an application group.

The planning group will be asked to brainstorm the kinds of features that are and are not present in research questions that have been addressed using a [xxx] study and to generate recommendations for questions that are and are not appropriately addressed via a [xxx] study. The implementation group will be asked to group implementation issues into categories, generate underlying reasons for the issues, and brainstorm guidelines for successful implementation of diary studies. The application group will be asked to organize and categorize the ways that [xxx] study results have been applied to design as well as underlying reasons for success or difficulty in doing this. This group will also be asked to brainstorm guidelines for successful application of [xxx] study results to design. Each group will share their findings before the lunch break.

***Developing a [xxx] study proposal to a given research question (1-5 pm)***

After the lunch break, participants will be asked to form new groups. Each group will receive a set of 3-4 research scenarios created by the facilitators. Working as a team, the group will be asked to pick one of the scenarios, and design a [xxx] study proposal including steps for how the study will be conducted, and how the results of the study will be used to influence design. The groups will share their designs as well as the rationale for picking certain questions but not others, reasoning behind tradeoffs and so on.

**Presentation of results during the conference**

*[Describe how workshop results will be presented during the conference, e.g., as a poster session, or with posters and other materials to be available in the conference Commons area. **Delete this entire paragraph before sending your submission.**]*

**Post-conference dissemination of results**

*[Describe how the information you develop during your workshop will reach the wider UPA community and other professionals in our field. Indicate whether you will publish the results as an article in User Experience (preferred) or the UPA Voice, or another venue. Note that articles must be submitted with three months after the conference. **Delete this entire paragraph before sending your submission.**]*

**Post-conference activities**

*[Describe any additional post-conference activities planned, including discussion groups, follow-on workshops or other events, etc. **Delete this entire paragraph before sending your submission.**]*

**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.

**[Note: When you are finished with this file, please it to a filename that has your last name followed by “\_workshop” as appropriate. Provide a description of the facilitators in a separate document; you can use the template named template\_bio.rtf as a starting point. Thank you. *Delete this entire paragraph before sending your submission.*]**

## **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.]*