

CALL FOR PARTICIPATION:

Idea Markets



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For information on other submission types, see:

<http://www.usabilityprofessionals.org>

Submissions for Idea Markets are due on January 30, 2004



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.

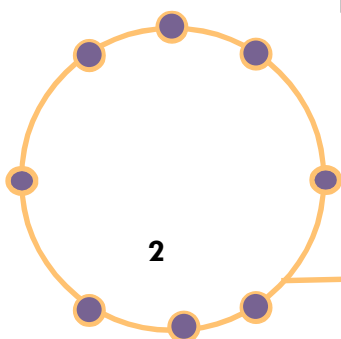
We encourage submissions relating to this theme, in addition to a broad range of other topics of interest to usability professionals. While a connection with the theme is an added value in selecting submissions, it is not required.

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 in 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.

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.

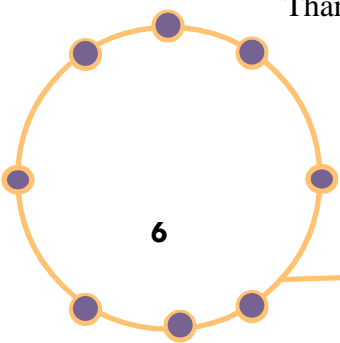
Invited Speakers

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

January 30, 2004

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

March 19, 2004

Notification of acceptance or rejection sent.

April 9, 2004

Short paper discussing your idea market topic must be received at UPA office by this date.

June 7-11, 2004

UPA 2004 Conference

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Caryn Zange Josephson cbz@skypoint.com

Conference advisor

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Tutorials chair

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Idea Markets

Ulf Andersson, the originator of idea markets (and member of UPA), created the session format after attending a conference during which he realized that the most interesting and useful discussions happened between sessions. Ulf, a co-founder of INTECOM (the International Society of Technical Communication Societies), developed Idea Markets for INTECOM's first international conference.

Ulf wanted “a way to arrange a conference consisting of an entire, long break,” a format in which attendees could easily find the people they were most interested in talking with about the topics they were most interested in discussing. Ulf's solution, idea markets, creates a temporary environment in which people from different backgrounds not only learn from the experience of others but also generate new ideas.

Idea market topics set up opportunities for discussion about burning questions—either practical or philosophical—that *you* have about:

- Methodologies and tools
- Process
- Findings
- Theories or hypotheses you have

Sessions are 90 minutes of discussion and interaction, of which you should use 15-20 minutes at the end to summarize your “after thoughts” about the discussion.

Benefits

As an idea market “activator” you will be able to have in-depth discussions with your peers about Big Questions you have. You need to know little about the topic you are discussing. 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.

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.

During the session, activators are in some ways managing a focus group in which the attendees and the group size may be constantly changing. Activators are not necessarily the experts on their topics—in fact, they don't offer their opinions or experience during the session. Rather, activators ask questions and manage the discussion, focusing participants and eliciting responses.

Idea market topics take place during one of the Presentation sessions. You are required to summarize the discussion for publication at the conference. A separate summary of “after thoughts” will be posted on the UPA website. Your “after thoughts” may be up to 5 pages long and are due no later than 2 weeks following the conference.

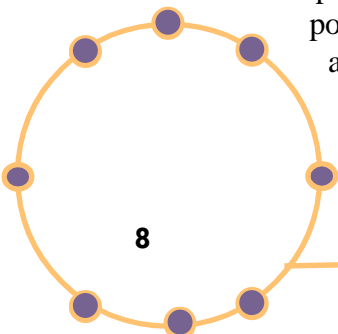
Submission Information

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 poster. See the section “[Submitting Your Proposal](#)” for additional information.

1. Description of idea market topic (1 page, 1MB maximum file size)

The Description should cover the following topics:

- Title: This is your Big Question.
- Provide a 50-word expansion of your Question. This expansion will appear in the Advance and Final programs for accepted submissions.
- Starter Questions: A list of questions you will post at the time of the session to start and then direct the discussion that you will be managing.
- 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 for all submission types***

Without using names or other clearly identifying information, describe your professional history of working with the material you will be presenting. We realize that this can be difficult, but this section is intended to help reviewers understand the depth and length of your work in the topic of this session. Examples:

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

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.

Additional Submission Information

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

Review Questions & Guidelines

Idea market topic submissions are evaluated for originality, practicality, and relevance to UPA members, and for appropriateness of the idea market format for discussion of the proposed topic.

Reviewers will evaluate all idea market topics on the basis of these questions:

1. **System, product, or project focus:** Do you agree with the submitter’s system, product, or project focus?
2. **Topic category:** Do you agree with the submitter’s topic category?
3. **Topic keywords:** Do you agree with the submitter’s focus keywords?
4. **Importance:** How important do you think this topic is to the usability field?
5. **Practicality:** To what extent would this presentation provide practical tips, tricks, and techniques that can be applied in the workplace?
6. **Value to attendees:** Will the session provide direct benefits that attendees can apply immediately to their jobs?
7. **Audience:** How effectively does the submitter address the needs of his or her targeted audience? See the section “[Target Audiences](#).”
8. **Theme:** In your opinion, how well 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.

9. Originality/Novelty: How well does this presentation provide original or new content for returning conference attendees?

10. Challenging: How well does this presentation challenge UPA mainstream thinking? How well will this presentation stimulate and promote “outside the box” discussion?

11. Overall Assessment

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

Templates

UPA provides templates both for idea market topic 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 idea market template at [template_idea_market.rtf](#).
- Download the biographical information template at [template_bio.rtf](#).

Examples

Some examples of topics discussed in 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.

- Idea market example 1: [Ideamarket_alternativedatasources_newby.doc](#)
- Idea market example 2: [Ideamarket_usability_problems_wilson.doc](#)
- Idea market example 3: [Ideamarket_science_of_usability_bias.doc](#)

Thank you to Randolph Bias, Ethan Newby, and Chaunsey Wilson for permission to use these examples.

After Your Idea Market Topic is Accepted

UPA will notify submitters of the status of their submission by March 19, 2004. 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.**

Idea Market Materials

If your idea market topic is accepted, you will need to provide the following materials by April 9, 2004:

- For the Conference Proceedings: A 2-4 page paper describing your idea market topic

For more information:

Contact the Idea Markets chair

Dana Chisnell dana@usabilityworks.net

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)

User interface design
User interface inspections
User-centered design
User experience

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

If your Idea Market 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.

Title: [Your Big Question] [Example! Replace this text with your own.] How do we measure and promote the ROI of usability activities?

Question expansion (up to 50 words):

[Example! Replace this text with your own.] This topic continues the conversation begun at last year's UPA panel on Measuring Return on Investment for Usability. Even in a slow economy, usability is not a luxury—it's a mission-critical activity whose benefits can go straight to the bottom line. Let's share real-life examples and come up with formulae to help each other "do the arithmetic" and make the case for usability in our organizations.

Starter questions [These are examples! Replace this text with your own.]

- What are ways that poorly designed products cost companies money before they're released? After they're released?
- What are ways well-designed products save companies money or increase revenues?
- What approaches can we use to compare the cost of usability activities to the overall benefit they produce?
- What "proof" do we have that usability activities improve products? How do we translate what we've learned from customers into the hard data that gets the attention of business executives?
- What roles do benchmarking and metrics play in cost-justifying usability? What metrics are the most successful for communicating the value of usability?
- How is the process of measuring and promoting ROI the same or different for internal usability staff versus external consultants?

Background in this material:

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

Experience as a presenter

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

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

BACKGROUND OF PRESENTERS

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

Name

Title

Company or Organization Name

Voice: 608-555-6789, ext. 123

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

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