



World Usability Day

Making life easy!

Phoenix World Usability Day – November 8, 2007

Third Annual Global Event to Create Awareness for Usability and Healthcare

The Usability Professionals' Association (UPA) has announced World Usability Day (WUD) 2007 will take place on November 8, 2007. This year's focus will be on healthcare. World Usability Day 2006 was a tremendous success. UPA, along with its allied organizations coordinated 225 events in 175 cities in 35 countries that attracted over 40,000 attendees and volunteers at worldwide site locations, as well as through webcasts online at the WUD website, www.worldusabilityday.org.

World Usability Day was founded in 2005 with a mission to increase the public's awareness of the need to make services and products important to human life easier to access and simpler to use. Global issues such as healthcare, education and government are addressed through expert forums, exhibits, events and initiatives in locations throughout the world.

"The importance of user-centered design in healthcare is truly about life and death" noted Elizabeth Rosenzweig, Founder and Director of World Usability Day. "Whether it's new medical devices or technologies; drug research, approval or delivery; patient forms or medical record sharing; emergency disaster planning or increasing the functionality of hospitals and everyday healthcare delivery, everyone is effected in some way by the intersection of usability and healthcare. There are many commonalities, yet each region of the world faces its own set of unique challenges. We believe that focusing World Usability Day 2007 on healthcare will create a stronger awareness of these issues and lead to initiatives that have long term impact on the quality of everyone's life."

World Usability Day Phoenix – Thursday, Nov. 8, 2007, 6-9 p.m.

**ASU Polytechnic Campus
Annex Building – Ballroom
Power Road & Williams Field Road
Mesa, AZ**

****Admission is FREE****



Phoenix WUD 2007 is sponsored by the Arizona State University Applied Psychology Program (www.poly.asu.edu/saas/appliedpsych) and the Cognitive Engineering Research Institute (www.cerici.org)



Schedule

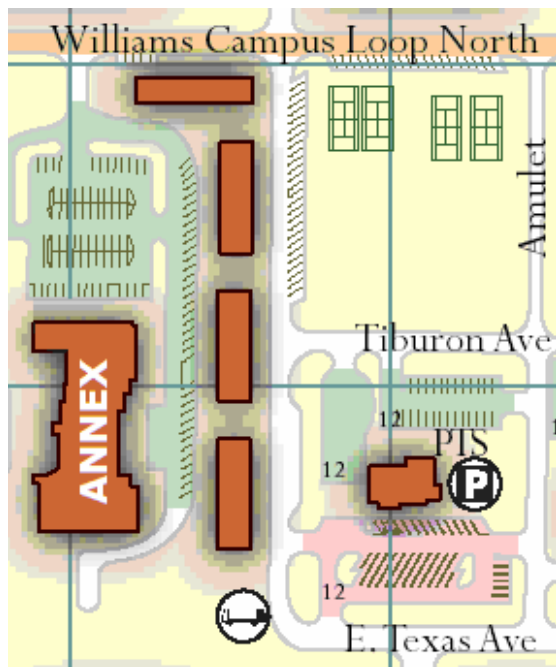
6:00 p.m. – Food and refreshments

6:30 p.m. – Speaker presentations and raffle (software, books and World Usability Day materials). You must be present to win!

Speaker Presentations (Tentative)

- **Theo Mandel, Ph.D., Healthcare Chairman, World Usability Day 2007
Founder and Principal Consultant, Interface Design & Development, LLC**
"Healthcare Usability in the Trenches: Resuscitating the User Experience of a Touch-Screen Documentation System for EMS and Fire-Rescue Professionals"
- **Robert A. North, Ph. D. Chief Scientist, Agilis Consulting Group**
"When "Usable" Isn't Enough: Managing Risks with Medical Device User Interactions"
- **Nancy Cooke, Ph.D., Arizona State University
Cognitive Engineering Research Institute**
"Technology for Collaboration: Solution or Problem"
- **Vimla L. Patel, PhD, DSc., Arizona Sate University
Professor and Vice-Chair, Department of Biomedical Informatics**
"Socio-cognitive Barriers in the Use of Healthcare Products"
- **Jason Wintersteller, Partner & Co-Founder, Shiny Object Design**
"Essentials of Interactive Design"
- **Sandhya Pillalamarri, User Experience Design, JDA Software Group, Inc.**
"Exploring Agile Software Engineering and User-Centered Design – Can They Co-Exist?"

Event Location



Annex building is located off Williams Campus Loop North between Sterling and Twining Roads. Parking lot adjacent to the building. If entering on Williams Field Road from Power Road, go left at the roundabout. Williams Campus Loop South then curves to the right, turning into Williams Campus Loop North. Follow this until just past Sterling. Lot 8 and the Annex building are between Sterling and Twining. Should Lot 8 be full, additional parking is located just west of Sterling. Annex building main entrance is on the West side.

Google Directions:

<http://tinyurl.com/343dus>

ASU East Campus Map:

<http://tinyurl.com/3a3ogp>

Contact Information

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