



*A research and design community making technology work for people*

## **BostonCHI Professional Development Seminars**

January 26, 2007

BostonCHI is pleased to announce our Winter 2007 Professional Development Seminars. On Friday, January 26, we will offer **six** national caliber seminars, presented by highly regarded experts, designed to help further the skills of professionals in the field of computer human interaction (CHI). The seminars will be hosted by Sun Microsystems, 1 Network Drive, Burlington, MA. The six seminars are:

**1. THE USABILITY ENGINEERING LIFECYCLE**

*Instructor: Dr. Deborah J. Mayhew*

**2. BACK TO THE FUTURE: UNDERSTANDING XHTML AND CSS**

*Instructor: Chris Hass*

**3. USER EXPERIENCE VISION AND STRATEGY**

*Instructors: Sarah Bloomer and Lori Landesman*

**4. WRITE LIKE A CHAMPION**

*Instructor: John Maguire*

**5. THE ENLIGHTENED APPROACH TO CREATING USABLE SYSTEMS**

*Instructor: Matt Belge*

**6. ONLINE HEALTH COMMUNITIES – *New!***

*Instructor: Lisa Neal*

Descriptions of the six seminars are listed below – each is a full day class designed to bring you an exceptional learning experience. You may only register for one seminar, since they all run concurrently. Space is quite limited, so we recommend registering right away.

# 1. THE USABILITY ENGINEERING LIFECYCLE

***Instructor: Dr. Deborah J. Mayhew***

This course provides an introduction to an engineering process for designing good user interfaces which can be applied to the development of traditional software applications, unique-platform applications and web sites and applications. The process consists of a set of usability engineering tasks and techniques which are executed in sequence. Explanations of when and why to apply them during an underlying software development methodology are provided. The main topics covered in this course include:

- Setting the stage for effective user interface design by applying usability requirements analysis techniques
- Extracting usability goals from requirements analysis data and using them to drive design
- Applying a structured, top-down approach to user interface design
- Applying iterative evaluation techniques to validate designs before they are implemented
- Integrating The Usability Engineering Lifecycle into an underlying software development methodology
- Adapting The Usability Engineering Lifecycle to any type of software development project

Lecture materials will provide an overview of The Usability Engineering Lifecycle. A case study showing sample workproducts, “war stories” from the instructor’s extensive consulting practice and audience discussion will augment the lecture materials.

## **About the Instructor**

**Dr. Deborah J. Mayhew** is an internationally recognized author, teacher, speaker and consultant on software user interface design and usability engineering. She has been Owner and Principal Consultant of Deborah J. Mayhew & Associates, a consulting firm offering a wide variety of services related to usability engineering, since 1986, when she became one of the first independent consultants in her field. Clients have included IBM, AT&T, John Hancock Insurance Co., GE, Hewlett-Packard, Ford Motor Co., GTE, American Express, Apple, American Airlines, Texas Instruments, NASA, the National Cancer Institute, The New York City Police Department, Computer Sciences Corp. (CSC), Cisco Systems, the IRS and many others. Over her 25+ years in the field of usability engineering, Dr. Mayhew has consulted to companies in many diverse industries on the design of products based on a wide range of technology platforms including mainframe computers with “dumb terminals”, GUIs, medical technology, manufacturing equipment and Web sites and applications.

Dr. Mayhew holds a B.A. in Psychology from Brown University, an M.A. in Experimental Psychology from the University of Denver and a Ph.D. in Cognitive Psychology from Tufts University. Dr. Mayhew has authored or co-authored four books on topics in usability engineering, and has contributed chapters to many other books in the field. Her most recent book is *The Usability Engineering Lifecycle*. Another popular book is *Cost-Justifying Usability*, co-edited with Randolph G. Bias. Complete information on Dr. Mayhew, her consulting firm and her books can be found on her web site at [drdeb.vineyard.net](http://drdeb.vineyard.net).

## **2. BACK TO THE FUTURE: UNDERSTANDING XHTML AND CSS.**

### ***Instructor: Chris Hass***

When HTML made its debut, part of its promise was that non-technical people could use the Internet to communicate simply and effectively. Since that time the evolution of Web development techniques has threatened to outpace novice developers. Fortunately, the increasingly widespread adoption of XHTML and Cascading Style Sheets to create flexible, accessible websites returns much of that power to the independent developer.

During this full day, hands-on workshop, we'll explore the basics of using cascading style sheets in conjunction with XHTML to create a style-driven, flexible, accessible website. Participants will learn the basics of "separating form from content" by building their own website. Graphics and sample content will be provided, and participants will end the day with a working website to serve as a model for their development efforts. Note: while an overview of HTML will be provided, attendees should be familiar with the basics of HTML and Web development techniques. No prior CSS experience required.

### **Important Equipment Note**

Participants in this class will be required to bring their own laptops. Laptop must come equipped with a CD ROM reader (to get class exercises), a modern web browser, and a simple text editor such as NotePad (NOT MS Word). No connection to the internet will be provided, however AC power plugs in will be available.

### **Who Should Attend**

User Experience Designers who want to add XHTML prototyping skills to their repertoire. The class is basic in nature, and is not intended for professional software developers (who will probably be bored.)

### **About the Instructor**

**Chris Hass** is a usability consultant with Bentley College. He has twelve years of experience in human factors research, user interface design, and accessibility in the development of innovative user experience programs. Chris has an extensive background in Web development and interaction design, having created usable and accessible websites for commercial and federal clients, including the U.S. departments of Education, Defense, and Health and Human Services. Chris' commercial clients include Fannie Mae, Microsoft, Motorola, Nokia, Samsung, the World Wide Web Consortium, and WGBH.

Chris has unique expertise conducting human factors research with persons who have physical and cognitive disabilities for the purpose of maximizing access to consumer, medical, professional, and human service products. Prior to joining the Bentley College Design and Usability Center, Chris worked at the American Institutes for Research, where he was a senior research scientist in the Human Factors Research and Design group. Prior to that, he served as a World Wide Web specialist at Harvard Medical School in Boston, Mass. Chris is the president of the Usability Professionals' Association Boston Chapter, and an advisory board member of Boston Information Architecture group.

### 3. USER EXPERIENCE VISION AND STRATEGY

#### ***Instructors: Sarah Bloomer and Lori Landesman***

Objective: User Experience Teams often have a difficult time working at a level where they can influence the bottom line of their organization. Today's usability and user experience practitioners are faced with the need to find ways to align themselves with their companies and their products.

Bringing user experience expertise into an organization is successful when a strategy is developed which supports both usability benefits and overall business objectives.

This is an intermediate-level, 1 day tutorial for experienced user interface designers, consultants, usability and user experience professionals and management working on either in-house or commercial software development, web site or web application design. This tutorial will cover techniques and approaches for developing a user experience strategy. Participants will learn:

- How to analyze your organization to understand how user experience can support business objectives.
- How to identify barriers and opportunities which can hinder or support UX initiatives
- What techniques can be applied to generate a strategic vision
- How to communicate the strategy in terms understood by each target audience

The final outcome will be a rough strategic UX plan and an approach for how to communicate it throughout a mock organization: Red Rock Insurance or Crabbe-Software.

#### **About the Instructors**

**Sarah Bloomer** has been creating user interface designs for nearly 20 years. She co-founded The Hiser Group in 1991, an interaction design company based in Australia. With Hiser, she helped establish the field of user-centered design, built GUIs across multiple platforms, and designed web applications and websites for corporations and government. After 4 years as a senior interaction designer for The MathWorks, Sarah set up *Sarah Bloomer & Co* to focus on user centered design research and design facilitation. Sarah also led the development of The Hiser Element Toolkit, a user-centered design methodology created to help companies rapidly set up usability teams. Part of the implementation includes defining strategies for creating and managing newly established teams. Sarah has delivered papers, tutorials and workshops at top HCI conferences in Australia and the USA. Her articles have appeared in international journals and her tutorial, *Successful Strategies for Selling Usability into Organizations*, became a CHI Conference classic.

**Lori Landesman** is the Lead Product Manager for the Maximo User Interface at IBM. Over the past ten years, she has also worked at The Mathworks, User Interface Engineering and Netscape Communications managing teams of usability specialists, designers and instructors. She routinely leads groups of cross-functional teams as they develop software, web applications and web sites that meet both user and business goals. Lori holds an MBA from Northeastern University, a masters in instructional technology from Columbia University and a BA in math and English from the University of California, Santa Cruz.

## 4. WRITE LIKE A CHAMPION

### *Instructor: John Maguire*

Everything worthwhile is simple (think sex, blue skies, or hamburgers) and this will be the simplest and most enlightening writing course you have ever had.

Most writing instruction is way too complicated, as you can see from the thickness of books like “Brief Handbook for College Writing.” Like manuals for obscure radar equipment, these tomes answer questions you rarely care about: Can I start a sentence with and? Can I end a sentence with a preposition? Do I use *that* or *which*?

By contrast, this course will spotlight five rules of thumb. The best writers and editors use these every day. We’ll call them *five rules for readable writing*. These are time-tested, and as soon as you learn them, you’ll be saying “Oh my God, that’s right—that’s true!” Five rules of thumb in one six-hour day: that’s not too much. There’ll be time for discussion and practice. These rules are so brief you can jot them on an index card, count them on your fingers--but they’re powerful.

If you enroll, you will:

- learn how readers process words and sentences
- consider how readability depends on the interaction of a few sentence variables you can control
- learn how to arrange your words so they closely match the mental circuits we use in reading
- do practical exercises, working individually and in groups, trying out the new skills the theory implies.

You’ll go home a better writer. Perhaps you’ll go home with a grin on your face, knowing readable writing is *so easy*. And you may stop getting annoying emails with the subject line: *What did you mean by this?*

### **To Bring:**

Samples of your own writing you are unhappy with. Optional: passages you admire and wish you understood better.

### **About the Instructor**

Instructor and writer **John Maguire** has taught this revolutionary method to undergraduates and graduates for more than ten years. He has done newspaper science reporting, computer industry news, public relations, and college instruction. He directed Boston University's Program for Reporting on Science and Medicine. He has recently published the *Newsweek College Writing Guide*. He now teaches at the Boston Architectural College on Newbury Street.

## 5. THE ENLIGHTENED APPROACH TO CREATING USABLE SYSTEMS

### ***Instructor: Matt Belge***

Have you ever wondered why some UI design projects seem to scale the heights almost effortlessly, while others languish? Why it is that some projects seem to be able to move with grace and ease, while others struggle at every turn? This seminar is designed to help unravel the mysteries of successful projects.

In this seminar, we will examine the fates of many successful and unsuccessful real world projects, and uncover the necessary elements needed to achieve UI project mastery. This seminar addresses the *soft skills* needed for creating usable systems– the things they don't teach you in school – that can have a huge impact on the success of your projects. You will learn how to recognize the stumbling blocks, and the specific steps you can use take to turn these pitfalls into success stories. Areas to be explored include:

- Creating a common vision for your project
- Planning
- Taking risks without losing it all
- Creativity
- Building professional relationships
- Doing great work while also having a life outside work

### **Who Should Attend**

This seminar is designed especially for information architects, user experience designers, usability specialists, visual designers, UI managers, prototypers, and all who are involved with creating usable systems. People at all stages of their career – beginners and veterans, are encouraged to enroll.

### **About the Instructor**

**Matt Belge** is a highly successful UE consultant, managing his own consulting practice for more than 13 years. Some of his projects have gone on to win prestigious awards (such as PC Magazine's *Editor's Choice Award*) and make bundles of money while others have failed miserably. He has run UI organizations and lead inter-disciplinary teams. Clients include AT&T, Fidelity, IBM, Ingenix, Symantec, and Xerox. Matt is the chair of BostonCHI. His consulting firm can be found at [www.visionlogic.com](http://www.visionlogic.com).

Matt has stumbled over every one of the stumbling blocks noted in this class, sometimes more than once. He helped create this class to help others avoid these mistakes, leap over the hurdles, and dash on to brilliance.

## 6. ONLINE HEALTH COMMUNITIES

### *Instructor: Lisa Neal*

Online health communities provide a means for patients and their families to learn about an illness, seek and offer support, and connect with others in similar circumstances. Changes in the health care system coupled with increased use of the Internet have resulted in heavier reliance on the Internet for disease and health education. Existing medical websites have recognized that they will have more visitors if they offer interactive community features such as discussion forums. Unfortunately, in many cases these community features are designed by clinicians who do not have an in-depth understanding of how to design for usability and sociability, yet, the criticality of making health-related information readily available necessitates careful consideration of design and usability. Additionally, patients and their families may be under stress and their emotional burden necessitates more careful attention to the design and evaluation of online health communities. Although little research has directly measured the health benefits of online health communities, it has pointed to several situations where these communities provide benefits including enhanced health literacy, improved quality of life, better decision making, and less isolated and more empowered patients. The evaluative information that has emerged indicates that for these advantages to accrue, online health communities must be welcoming, accessible, easy to navigate and use, able to help members discern information quality, and supportive of meaningful interactions with other participants. The successful design of such systems is facilitated by collaborations among health professionals, informed designers, and patients.

The design and evaluation of online health communities raise difficult challenges because of the wide variability of members' medical expertise and health literacy, the severity of problems due to misinformation, and the member's need for emotional support relative to their health situation. This tutorial will explore current trends in online health communities, as well as how to design and evaluate them in order to create ones that best educate and support their members.

### **About the Instructor**

**Lisa Neal** is an Adjunct Assistant Clinical Professor of Public Health and Family Medicine at Tufts University School of Medicine, where she teaches about online health communities. She is Editor-in-Chief of eLearn Magazine, [www.eLearnMag.org](http://www.eLearnMag.org), and a consultant who specializes in the creative use of collaborative technologies for learning. Lisa holds a Ph.D. in Computer Science from Harvard University. Lisa's web site is at [www.lisaneal.com](http://www.lisaneal.com).

## **Register now**

Register online with a credit card or PayPal account by going to: [BostonCHI.org](http://BostonCHI.org) .

## **Pricing and Fees**

Each participant will receive a full set of class notes. We will also provide a mid-morning snack, lunch, and an afternoon snack at no extra cost.

Fees are not refundable (unless we cancel the class).

### **Early registration by January 5, 2007**

BostonCHI members: \$165

Non members: \$180 (price includes one year membership)

Full time students: \$110 (price includes one year membership)

### **Registration between January 6 – January 22**

BostonCHI members: \$225

Non members: \$240 (price includes one year membership)

Full time students: \$140 (price includes one year membership)

**No online registrations will be available after January 22.**

### **Walk-in Registration**

All: \$300

Note: Although we will try, we can not assure availability for walk-ins.

## **Class Schedule**

Doors open at 8:15 AM on Friday, January 26.

Classes start at 9:00 AM *Sharp*.

Classes end at 4:30 PM.

We are attempting to plan an after-class mixer, see [BostonCHI.org](http://BostonCHI.org) for updates.

## **Important – Snow Date**

In the unlikely event of a severe snowstorm, we will postpone the class until Friday, February 9. Location and times will be the same. We will attempt to notify all registrants by email 24 hours in advance if this event occurs. We also recommend checking our web site at [BostonCHI.org](http://BostonCHI.org) for last minute snow cancellation.

## **Location and Directions**

The seminars will be held at Sun Microsystems, 1 Network Drive, Burlington, MA. Directions to Sun can be found at [BostonCHI.org/mtg.html](http://BostonCHI.org/mtg.html) .

## **Questions**

For additional information, contact Matt Belge at [chair@BostonCHI.org](mailto:chair@BostonCHI.org) .

## About BostonCHI

BostonCHI is a non-profit organization whose mission is to enhance the lives of professionals working in the field of human computer interaction. We are chartered by our national organization, the Association of Computing Machinery as part of the Special Interest Group for Human Computer Interaction (SIGCHI). The national organization hosts a yearly meeting to gather researchers and practitioners, to participate in cutting edge knowledge sharing. Details may be found at [sigchi.org](http://sigchi.org) .

BostonCHI holds monthly meetings on the first Tuesday of every month at Sun Microsystems in Burlington, MA. Meetings are free and open to the public. Membership in BostonCHI is \$15/year, members get advance notice of our offerings, as well as access to our members only job board. For more info on BostonCHI, see [BostonCHI.org](http://BostonCHI.org) .



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