



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

## **BostonCHI Professional Development Seminars**

Friday, January 23, 2009

BostonCHI is pleased to announce our Winter 2009 Professional Development Seminars. On Friday, January 23, 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.

Descriptions of the seminars are listed on the following pages. Each is a full-day class designed to bring you an exceptional learning experience. Seminars 5 and 6 are two-part seminars; each includes two complementary sections, which add up to a full-day of instruction. You may only register for one seminar, since they all run concurrently. All classes will be conducted in English. Space is quite limited, so we recommend registering right away. The six seminars are:

1. [\*\*NUTS & BOLTS USER INTERFACE DESIGN: A DESIGN WORKSHOP FOCUSING ON THE ELIMINATION OF UNNECESSARY USER INTERFACE EVILS THAT BEDEVIL OUR USERS\*\*](#)

*Instructor: Chauncey Wilson*

2. [\*\*WHAT'S BRAND GOT TO DO WITH IT?\*\*](#)

*Instructor: Dave Rollert*

3. [\*\*USER EFFICIENCY: EVALUATION AND DESIGN\*\*](#)

*Instructor: Deb Mayhew*

4. [\*\*ONLINE CONSUMER HEALTH: HOW TO DESIGN, REFRESH, AND EVALUATE HEALTH WEBSITES\*\*](#)

*Instructor: Lisa Neal Gualtieri*

5. [TOOLS AND TECHNIQUES](#)

**Part 1: LIES, DAMN LIES, AND STATISTICS: USING QUANTITATIVE TECHNIQUES WITH TRADITIONALLY QUALITATIVE METHODS**

**Part 2: POST-ITS AND AFFINITIES: LOW-TECH TOOLS FOR HIGH-IMPACT RESULTS**

*Instructors: Jen McGinn and Mary Beth Rettger*

6. [HHI: HUMAN-HUMAN INTERACTIONS FOR CHI PROFESSIONALS](#)

**Part 1: HUMAN-CENTERED NETWORKING TIPS FOR HUMAN-COMPUTER INTERACTION SPECIALISTS**

**Part 2: GETTING STARTED IN CONSULTING: BEING THE BEST BOSS YOU'VE EVER HAD**

*Instructors: Ilise Benun, Greg Raiz, and Lynn Cherny*

## 1. NUTS & BOLTS USER INTERFACE DESIGN: A DESIGN WORKSHOP FOCUSING ON THE ELIMINATION OF UNNECESSARY USER INTERFACE EVILS THAT BEDEVIL OUR USERS

*Instructor: Chauncey Wilson*

This workshop will cover a wide range of basic user interface design principles and topics using mini-lectures, exercises, individual and group critiques, sketching of solutions to design problems, and trade-off analyses. During the workshop, the instructor will first discuss a topic like “menu design” and then ask attendees to apply the principle in a particular scenario or context. Some of the exercises will focus on how to deal with conflicting principles (interaction consistency versus efficiency, for example, which is a common issue in user interface design). Topics for the workshop will include:

- Basic design principles of user interface design with just a bit of history
- Use and abuse of metaphor in user interface design
- Designing for efficiency versus learnability
- Visual layout and workflow of user interface objects
- Choosing the right user interface controls for your context
- Form design (or how to rid the world of evil forms)
- Error prevention
- Friendly feedback
- Keyboard and menu design

For each topic, the instructor will present a mini-lecture of 10-20 minutes and then have attendees work on exercises related to the topic. The exercises will present issues that will give attendees a chance to deepen their understanding of the complexities and trade-offs inherent in user interface design.

### **About the Instructor**

**Chauncey Wilson** is a Senior User Researcher at Autodesk in Waltham and instructor in the HFID graduate program at Bentley College. He has more than 25 years of experience in the field as a usability engineer, usability manager, HCI architect, consultant, and development manager. Chauncey has presented many times at conferences, including CHI, UPA, HFES, APA, and STC. He has co-authored chapters in the 1997 Handbook of HCI, and Cost-Justifying Usability, Second Edition: An Update for the Internet Age, Second Edition. Chauncey has also co-authored chapters for three books, as well as a number of articles on criminal victimization and law and psychology. Chauncey wrote "The Well-Tempered Practitioner" column for *Interactions*, the ACM CHI publication, during 2006 and 2007. He also collaborated on the UPA Code of Conduct, and is editor of the Methods sections of the UPA Body of Knowledge (BoK). In addition to his usability and design work, Chauncey is also a serious amateur chef, gadgeteer, bookophile, and photographer.

## 2. WHAT'S BRAND GOT TO DO WITH IT?

### *Instructor: Dave Rollert*

User experience design is all about meeting customer needs. But, if that was all there was to it, every business in the same category would offer its customers the exact same web site. So what else is there?

Clearly, the specific goals of the organization need to be met: what it is equipped to offer, and how it hopes to make money. But wait, there's more: what about its brand? The "b" word has traditionally been disdained by usability experts. Yet, without a clear understanding of branding, it's impossible to do a truly excellent customer experience design.

This workshop will explore the integration of customer goals, business needs, and brand to drive user interface design. Using interactive team exercises, we will introduce a framework for assessing project needs and then reaching an optimal solution. It all leads up to a creative, hands-on exercise. Topics include:

- Assessing and mapping customer goals
- Clarifying business objectives
- Understanding the brand
- Relevant research techniques
- Forming an integrated picture
- Helping clients and business sponsors to focus on what matters
- Applying the framework to a design problem

Also, we'll have fun!

### **About the Instructor**

**David Rollert** graduated from Williams College, with a major in the History of Ideas. For 27 years, he has designed user interfaces for software and online services. He has built and managed teams of designers at Citibank, Ziff-Davis, Digitas, and Fidelity, and created designs for organizations ranging from startups to Fortune 100 companies. He is president of **designtangible**, a customer experience consulting firm in Montreal.

### 3. USER EFFICIENCY: EVALUATION AND DESIGN

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

The software quality of “usability” has two broad dimensions. One is “ease-of-learning”, which refers to how easy it is to learn and remember a given software user interface design for *novice, casual* and *intermittent users*. The other is “ease-of-use”, which refers to how efficiently users can perform tasks on a given software user interface design, especially *highly trained, practiced* and *expert users*. The term “usability” is commonly associated with the dimension of ease-of-learning. This course focuses exclusively on achieving the other dimension of usability: ease-of-use, or efficiency.

This course is aimed at anyone - developers, user interface designers, usability engineers, information architects, graphic designers, software end-users, end-user managers, marketers, trainers, etc, - who has an interest in achieving end-user productivity (i.e. efficiency) through the design of software tools. In some work environments, efficiency may be a primary usability goal (e.g. customer service centers). However, even when efficiency is not a primary goal, it is still usually a secondary goal (e.g. any public web site).

The purpose of this course is to help attendees learn:

- How to define and measure user efficiency
- Aspects of human cognition which impact user efficiency
- How to know when efficiency should be a primary usability goal
- How to estimate the bottom-line benefit of increased user efficiency
- An extensive set of general design principles for achieving efficiency in software user interface design
- When and how to conduct efficiency heuristic evaluations, keystroke level modeling and efficiency studies to evaluate the efficiency of a user interface design

#### **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 is one of the first independent consultants in her field, and since 1986, she has been the owner and principal consultant of Deborah J. Mayhew & Associates, a consulting firm offering a wide variety of services related to usability engineering. Her clients have included IBM, AT&T, John Hancock Insurance Co., GE, Hewlett-Packard, Ford Motor Co., GTE, American Express, the World Bank, Apple, American Airlines, Texas Instruments, NASA, the National Cancer Institute, the New York City Police Department, the International Monetary Fund, Computer Sciences Corp. (CSC), Cisco Systems, the IRS and many others. During 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*, which she co-edited with Randolph G. Bias.

#### 4. ONLINE CONSUMER HEALTH: HOW TO DESIGN, REFRESH, AND EVALUATE HEALTH WEBSITES

*Instructor: Lisa Neal Gualtieri*

With 84% of internet users in the US seeking health information online, all healthcare organizations need an internet strategy. Health websites are essential for conveying information, and their design is critical because many users have poor information and health literacy skills. This course will cover how to:

- Assess user needs
- Conduct and learn from a competitive analysis
- Design or refresh a site to meet both user needs and the goals and constraints of the sponsoring organization
- Conduct a formative evaluation of a health website

In addition, this course will cover how user-generated content is solicited and used, how social networking is supported, and how Web 2.0 technologies are utilized. Finally, we will discuss the role of medical experts and celebrities to brand or promote health websites. The course will be illustrated with examples of websites and stories about how people have used them. Small teams will work on the redesign of a real website.

##### **About the Instructor**

**Lisa Neal Gualtieri** is an Adjunct Clinical Professor at the Tufts University School of Medicine where she teaches a course on Online Consumer Health. She has designed and evaluated health sites for clients including the NIH, the Michael J. Fox Foundation, the Roadback Foundation, and the Environment and Health Group. Lisa holds a PhD in Computer Science from Harvard University. She is Editor-in-Chief of eLearn Magazine, where she blogs on education at <http://blog.acm.org/elearn/>. Lisa's website and health blog can be found at <http://lisagualtieri.com>.

## 5. TOOLS AND TECHNIQUES

### Part 1: LIES, DAMN LIES, AND STATISTICS: USING QUANTITATIVE TECHNIQUES WITH TRADITIONALLY QUALITATIVE METHODS

*Instructor: Jen McGinn*

Have you ever learned about the behaviors of some customers, but didn't know how relevant or representative those customers were across your user base? Do you work in an engineering-driven organization or on a team that challenges the results of your user research? Do you think you could make better design choices if only you had more data? In this course, you'll learn techniques to answer and prevent questions like:

- "That's not a statistically significant sample size, is it?"
- "How do you know that you talked to the right six customers?"
- "How can you generalize that finding across all of our users or across our personas?"
- "If we make this change, what will the impact be?"
- "How can we measure the improvement in the user experience, or the value of that change?"
- "The preferences and behaviors of those two groups of participants are in conflict with one another ... how do we know which group to design for?"

Attend this session to learn how to use quantitative data to supplement your qualitative methods. I'll give examples of how you can use survey data and quantitative measurement to provide a framework of support for your findings in focus groups, usability tests, interviews, and heuristic evaluations. And if you have a particular case study that you'd like to discuss, bring your examples with you! No previous experience with survey design or statistics is necessary. All that is required is access to a spreadsheet program, such as Excel, and a web browser.

### Part 2: POST-ITS AND AFFINITIES: LOW-TECH TOOLS FOR HIGH-IMPACT RESULTS

*Instructor: Mary Beth Rettger*

This tutorial will teach participants how to use post-it notes and affinity diagramming to effectively collect and analyze qualitative data from usability tests and other customer research activities.

Participants in this tutorial will leave with:

- A fast method for collecting, analyzing and disseminating information from a usability test that they can immediately use
- An effective method for involving team members in data collection, eliminating the need to “sell” the results of testing
- An extensible method that can be applied to other situations (e.g. dealing with brainstorming data)

The tutorial is structured around actually employing the method. Brief lectures will be followed by longer exercises, applying the presented material. Questions and discussion will be encouraged throughout the session.

Participants will benefit most if they have a basic understanding of usability testing and qualitative data (mostly, you just need to know what those words mean). Past attendees have included usability specialists, engineers, product managers, and document writers.

### **About the Instructors**

**Jen McGinn** is a user experience design consultant, with more than 15 years of experience in the fields of technical training, technical documentation, customer advocacy, user research, and user interface design. Her areas of specialty include survey-based user research, usability testing and inspections, writing interaction guidelines, developing personas, characterizing customer segments, and simplifying the user experience with complex software products.

Before moving into user experience, Jen led other lives as a software developer and system administration consultant. She holds a BS in Information Systems and an MS in Human Factors in Information Design. She has enjoyed giving papers and talks on new research as well as UX tools and techniques at international CHI conferences as well as at Boston UPA mini-conferences.

**Mary Beth Rettger** has been the Director of the Usability and Development Training Group at The MathWorks for 11 years. Prior to that, she founded usability labs at Lotus Development. She is a past president and board member of the Usability Professionals Association, as well as a frequent presenter, workshop organizer, reviewer, and cheerleader.

Mary Beth has taught this workshop to successful reviews at the past two international UPA conferences and at a local Boston UPA conference. She holds a BA in Psychology from Brown University and an MBA from Northeastern.

## 6. HHI: HUMAN-HUMAN INTERACTIONS FOR CHI PROFESSIONALS

### Part 1: HUMAN-CENTERED NETWORKING TIPS FOR HUMAN-COMPUTER INTERACTION SPECIALISTS

*Instructor: Ilise Benun*

Are you interacting as well as possible with other humans? You're great when it comes to human-computer interaction, but when it comes to interacting with other humans, you find that you sometimes struggle. Well, you're not alone. IT professionals are often not the most outgoing members of the workforce.

This hands-on session is designed for anyone who has ever been awkward or anxious in situations that involve networking, self-promotion or even promoting projects you're involved with. We will cover:

- **Interpersonal Skills For Introverts:** With a focus on the human element of self-promotion, you will learn simple strategies and practical tips for developing and nurturing workplace relationships.
- **How Not To Network:** This type of networking has nothing to do with computers. It's all about meeting people and making conversation. But there's much more to it than that, or there could be, if you do it right. Attendees will learn (and have a chance to practice) what to do and, most important, what not to do to develop the relationships that will provide a strong foundation for a thriving career.
- **Perfecting Your Elevator Speech:** Most people respond out of habit to the question, "What do you do?" with a label or jargon-filled response which doesn't usually succeed at engaging the listener in a productive conversation. Attendees will learn a variety of approaches to the "elevator speech" and will have ample opportunity to practice their speeches with colleagues.

### Part 2: GETTING STARTED IN CONSULTING: BEING THE BEST BOSS YOU'VE EVER HAD

*Instructors: Greg Raiz and Lynn Cherny*

Lynn Cherny and Gregory Raiz both had successful design jobs and quit them to become independent consultants. Learn from their contrasting experiences how to start out as an independent consultant and be successful in the long-term. This session will be an expanded form of the Mini-UPA conference talk given by Lynn, augmented with advice from other consultants. Topics covered will include:

- Getting started without a big cash cushion (by popular demand)
- Defining yourself
- How to find your clients and help them find you
- The basics of legal entities
- How to calculate what to charge and how to ensure you get paid
- Expenses to track and budget for that you might not have considered
- Useful references and social networking sites for consultants
- Bad and good ways to leverage your current network to find jobs you like
- Client types to avoid at all costs

#### **About the Instructors**

**Ilise Benun** is a national speaker and the author of several books including: *Stop Pushing Me Around: A Workplace Guide for the Timid, Shy and Less Assertive*, *The Art of Self Promotion*, and *Public Relations for Dummies*. She is the founder of **Marketing Mentor**, offers coaching services for professional development and has been featured in national media outlets such as *BusinessWeek.com*, *The New York Times*, *The Washington Post*, *Toronto Globe and Mail*, *Inc. Magazine*, *Essence*, *Working Woman* and many more. More info can be found on her website: <http://www.marketing-mentor.com>.

**Lynn Cherny** has a Ph.D from Stanford that she hasn't used in years, except for some statistical skills. She has 12 years of experiences working at and/or managing interface design at companies including TiVo, Excite, Adobe, The MathWorks, Autodesk, and At&T Labs. Her current consulting identity is Ghostweather Research & Design, LLC.

**Greg Raiz** graduated from Tufts University with a bachelor's degree in Computer Science Engineering. He has worked as a program manager for Microsoft on the design of Windows XP. He started Raizlabs Corporation in 2003 and has consulted for companies large and small, including Blue Cross Blue Shield, Mozilla Firefox, Hewlett Packard, H&R Block and Hallmark, among others.

## **Register now**

Register online with a credit card or PayPal account by going to:  
<http://www.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 December 23, 2008**

BostonCHI members: \$185

Non members: \$200 (price includes one year membership)

Full time students: \$130 (price includes one year membership)

### **Registration between December 23, 2008 – January 19, 2009**

BostonCHI members: \$245

Non members: \$260 (price includes one year membership)

Full time students: \$160 (price includes one year membership)

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

### **Walk-in Registration**

All: \$325

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

## Class Schedule (approximate)

- 8:15 - 9:00 Registration
- 9:00 - 10:30 Class Period A (1:30)
- 10:30 - 10:45 Morning Break
- 10:45 - 12:00 Class Period B (1:15)
- 12:00 - 1:00 Lunch
- 1:00 - 2:30 Class Period C (1:30)
- 2:30 - 2:45 Afternoon Break
- 2:45 - 4:00 Class Period D (1:15)
- 4:00 -Networking party

We are planning an after-class mixer; check [www.bostonchi.org](http://www.bostonchi.org) for updates.

## Important – Snow Date Policy

In the unlikely event of a severe snowstorm, we will postpone the class until Friday, January 30. 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 [www.bostonchi.org](http://www.bostonchi.org) for last minute snow cancellation.

- The snow date is Friday, January 30<sup>th</sup>, 2009.
- If you are unable to make the snow date, there is a 100% refund - \$50.00 and we will mail the course materials to you.
- To qualify for the refund, you must RSVP to BostonCHI ([treasurer@bostonchi.org](mailto:treasurer@bostonchi.org)) at least 2 days prior to the snow date.

## Refund Policy

- 100% refund – If you cancel up to 2 weeks prior
- 50% refund – If you cancel up to 1 week prior
- No refund will be given if cancellation is made within 7 days of the event

## Location and Directions

The seminars will be held at Sun Microsystems, 1 Network Drive, Burlington, MA. Directions to Sun can be found at <http://www.bostonchi.org/directions.html>.

## Questions

For additional information, contact Doug Gibson 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 <http://www.acm.org/sigchi>.

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



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