

Upcoming Events

Professional Development

03.30.2010, 1:30 pm —

Webinar:

A Practitioner's Guide to Prototyping, Todd Warfel

04.10.2010 —

Innovate Carolina Conference,
PDMA

<http://>

innovatecarolina.wordpress.com/

04.22.2010 —

Webinar: Answered! Web Form
Design's Top Questions, Luke
Wroblewski

05.13.2010 —

Webinar: Visual Design Essen-
tials for Non-Designers, Dan
Rubin

06.2010 — (TBD)

Workshop: Good Design Faster,
Leah Buley, Adaptive Path

Community Events

11.10.2010 —

World Usability Day

Social Events

July (TBD) —

visit triupa.org
to register



Letter from the President

Greetings and welcome to another exciting year at TriUPA! We had an amazingly successful year in 2009, capped off by the standing room only event for **World Usability Day** at SAS in November – see the details and photos on page 3. Your Executive Council has been hard at work behind the scenes putting together a full slate of activities for 2010.

In February, the Community Events team brought you **Mark Molander**, User Experience Architect for **IBM System x and BladeCenter**, in an overview of how usability and user experience have been supported and implemented in IBM's **BladeCenter** line of servers. The Professional Development team will be kicking off the year with their first event on April 10th in conjunction with the Product Development and Marketing Association (**PDMA**) at their **Innovate Carolina** conference right here in the Triangle at UNC-Chapel Hill. Stay tuned for more exciting events from the Community and Professional Development teams, including free lunchtime **Webinars**, timely professional development opportunities in topics like agile development and design, healthcare, web form design, prototyping, content strategy, and visual design essentials.

Any organization is only as good as its people. In terms of people, I stand on the shoulders of giants. We owe a big thanks to all the people who made 2009 such a great year, including outgoing President **Rebekah Sedaca**, past President and VP

of Professional Development **Abe Crystal**, and VP of Technology **Jackson Fox**. I am pleased that many of the members continued to stay on to help the Executive Council, including **Laura Blanchard** continuing as Director of Membership, **Evan Carroll** as Director of Professional Development, **Katrina Lee** as Director of Community Events, **Randy Carter** as Director of Social Events, and **Kim Chang** as Director of Marketing and Communications. These folks have given generously of their time and skills, and deserve many kudos for their efforts. New to the Executive Council this year are **Todd Barlow** as Treasurer and Secretary, and **Susan Teague-Rector** as Director of Technology. Susan is working closely with Jackson to bring you a brand new and vastly improved website that will showcase how to do usability right; after all we are professionals at this and our Web page should reflect that!

Speaking of people, you can help. Join TriUPA, and the national UPA organization. Volunteer to help out at a Community or Professional Development event. Encourage your friends and colleagues to do the same. Come to our events and social hours. Send us your ideas, suggestions, help us find new speakers, or host an event at your company. Take the time to speak to any of the officers at a TriUPA event. Or email any of us--you always can reach me via president@triupa.org.

Until next time,
Don

this issue

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Member Profile: Janey Barnes

Get to know the members of our community!

1) How did you get into the usability field?

I actually got into the usability field through the litigation side of human factors.

For several years I had been working as a consultant doing investigations and serving as a legal expert witness in cases involving human factors issues. Most of the cases were automobile collisions cases and product warning cases. Many of the automobile cases were truck under-rides. A truck under-ride is where a car driver does not perceive a tractor trailer soon enough to react or does not perceive how much slower the truck is moving and drives under the trailer. The product warning label cases mostly involved the evaluation of airbag warnings.

Being on the litigation side you hear so much about how product manufacturers must design away potential hazards. So when the opportunity for me to move to the "front side" of product development and work with clients designing products arose, I took that opportunity.

2) What is your present job? What are your primary responsibilities?

I am a human factors specialist and co-founder of User-View, Inc. My responsibilities are to obtain and manage projects and conduct state of the art user-centered design and evaluation for client programs. Project work includes user-based research (from requirements gathering to usability testing) and iterative interaction design.

3) What user experience related books, sites, or journals are on your "must read" list?

One is Steve Krug's *Rocket Surgery Made Easy*. So far it has lived up to the reviews. It is a great book about cost effective usability activities in the real world. I also just started reading *Super Freakonomics* by Steven Levitt and Stephen Dubner. *Super Freakonomics* is not a usability book. It describes very different ways of looking at or thinking about different issues and stories. I read *Freakonomics* years ago and it helped me look at issues in different ways. I am hoping *Super Freakonomics* does the same.

4) Can you tell me about a time you when you thought "Wow! That was a great user experience!"?

I was recently working with a group of folks on a presentation of mobile devices and healthcare. We were looking for good and bad examples of displaying data on mobile devices. Someone found this iPhone app (sorry I don't know what it actually is) but it was GREAT. You track your personal information – weight, meals, exercise and you can see the usual graphs about how much weight you are losing (or gaining) but then it also gives you an outline, a silhouette, of what you will look like if you look like if you stay on the same path. Imagine a silhouette of a skinnier and skinnier "you" or worse, imagine a silhouette of a fatter and fatter you! It really was powerful data that would motivate me to stay the course of diet and exercise. And impacting behavior is what we are about.

Note: Each quarter we'll be featuring a member profile. If you'd like to participate, please contact Kimberly Chang at kim.chang@bcbsnc.com.

Welcome New Members!

Alexander Bernstein

Trevor Brown

Tracy Davies

Susan A. Doan

Dan Kelaher

Amritpal K. Mangat

Richard W. Phelps

Adrian Pomilio

Felix Portnoy

TriUPA Web Tip Member Profiles

Please take the time to update your Membership profile on the TRIUPA Website at



www.triupa.org. Our membership directory can be a great resource to connect with colleagues and make contacts at different companies—but only if the information is up to date and correct!

Inside TriUPA

Q: What's the difference between all these different types of events that TriUPA sponsors?

TriUPA plans and conducts different types of events in order to provide a variety of opportunities for our membership.

Community Events are designed to highlight local companies, organizations, and individuals who are making significant contributions to the practice and research of human factors, usability, ergonomics, and related fields.

Professional Development Events are designed to bring nationally known speakers to our area to provide high quality training in the latest UX related techniques and topics. These events have typically been half or full day workshops.

Informal Social Events are a way to unwind and network with likeminded UX professionals in the Triangle area. TriUPA usually plans BUIs (Beverage User Interfaces) for every other month. Look for our popular Trivia Night to return again this year in July!



World Usability Day 2009

Event recap:

Designing for a sustainable world

About TriUPA

TriUPA, founded in 2005, is the local chapter of the Usability Professionals' Association, focused on building and supporting the Triangle North Carolina community of practitioners in usability testing, user research, interaction design and information architecture.

The TriUPA chapter celebrated World Usability Day on November 12, 2009. To celebrate the theme of "Designing for a Sustainable World", the chapter event invited a guest speaker and held a design competition.

Participants kicked the evening off by creating their own nametags using scrap materials. Our members showed their creativity by crafting nametags using wood, string, and various other scrap materials.

Amy Hathaway, a Water Quality Engineer from the City of Raleigh, discussed the Fred Fletcher Park Water Garden design project. The project is unique in that it addresses the environmental issues of storm water runoff, water pollution and erosion in an aesthetically pleasing way that creates an enjoyable and educational park experience for visitors.

Outgoing chapter President, Rebekah Sedakah, gave an

overview of the year's activities and Jackson Fox gave the audience a sneak peek at the new TriUPA website.

The evening concluded with the Design Challenge presentation made by Human Centric. Alex Hussain, from Human Centric, presented a design for a new recycling bin (pictured above).

Stayed tuned for details about World Usability Day 2010!





Get Involved!

We are always looking for new ideas for events and volunteers to help us run them. Don't be shy! Contact the anyone on the Executive Council via <http://www.triupa.org>, if you have an idea to contribute.

Meet the 2010 Executive Council

President : Don Sugar

Director of Membership: Laura Blanchard

Co—Director of Community Programs: Katrina N. Lee

Co- Director of Community Programs: Jake Geib-Rosch

Director of Professional Development: Evan Carroll

Director of Social Programs: Randy Carter

Director of Marketing & Communications: Kimberly Chang

Director of Technology: Susan Teague-Rector

Secretary/Treasurer: Todd Barlow

Our Sponsors

Thank you to our current sponsors:

Partner Sponsors: SAS

Gold Sponsors: Blue Cross Blue Shield of NC, Lenovo,

Silver Sponsors: GlaxoSmithKline, Hesketh,

Nano Sponsors: MoreBetterLabs, User-View, DesignHammer, Modis

Sponsorship helps provide for:

- World Usability Day - our annual design competition and keynote speaker event held in November
- Regular community programs
- Social and networking outings
- Local professional development (training) workshops