

# MICHIGAN STATE UNIVERSITY

## MSU celebrates World Usability Day on November 8; Usability and Accessibility Center hosts Michigan event

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**EAST LANSING, Mich.** – Michigan State University's Usability & Accessibility Center will host Michigan World Usability Day on Thursday, November 8, 2007, joining an international celebration that strives to increase public awareness of the need to make services and products simpler to use. The director of the Michigan Department of Information Technology, Teri Takai, will open the afternoon program with welcoming remarks during a luncheon at the Kellogg Hotel and Conference Center on campus.



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This year's event focuses on a common global concern: healthcare and usable, accessible services and products for those impacted by their design.

"Healthcare is one area that combines rapid technology development with vital design requirements. Usability and accessibility considerations are essential for designing successful healthcare applications. Designs are known to impact sales and a fiscal bottom line, but in healthcare usable and accessible application designs translate into saving lives," said Sarah Swierenga, director of the Usability & Accessibility Center at Michigan State University.

Participants will attend sessions featuring academic and corporate experts in the fields of usability and accessibility. Presentations include:

- "Designing for Older Adult Users of Web, Mobile, and Handheld Technologies" by S. Ann Becker, director of the **National Center for Small Business Information at Florida Institute of Technology**. Dr. Becker's presentation is sponsored by MSU's National Center for the Study of University Engagement.
- "Healthcare Usability -- Code Blue!!" by Shane Lovellette of **TechSmith Corporation**.

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- “Patient Safety and Usability Experiences in the **Department of Veterans Affairs**” by Janine A. Purcell.
- “Codeless QA Testing” by Sumanth Muthyala, Ergin Salih, and Jim Brennan of **Compuware Corporation**.
- “Making Sense out of Health Insurance Benefits Selection: Case Study with a Web Tool” by Laurie Kantner of **Tec-Ed, Inc.**

The Michigan event features a unique blend of research, instruction, and practice among industry, education, and government. The Michigan Chapter of the Usability Professionals’ Association will again join MSU in this year’s event and MSU’s Libraries, Computing & Technology is the 2007 Platinum sponsor.

“Libraries, Computing & Technology’s work is all about facilitating effective scholarship by connecting people and information. We heartily support the efforts by the organizers of Michigan World Usability Day to bring attention to user-centered design that makes products and services easier for people to use,” said David Gift, Vice Provost for Libraries, Computing & Technology at Michigan State University.

The day is also MSU’s fifth annual Usability & Accessibility Center celebration, with informal tours of the lab facility from 9:00 a.m. to 12:00 noon, Kellogg Center, Garden Level.

The Work-in-Progress Poster Session will be on display all day in the Big Ten Room of the Kellogg Center. These posters showcase innovative work in its early stages that may benefit from discussion with usability experts from both academia and industry. Some of the posters will be from freshman and sophomore MSU Honors Research Seminar students.

World Usability Day was founded in 2005 by the Usability Professionals’ Association (UPA) with a mission to increase the public’s awareness of the need to make services and products simpler to use. Members of UPA are specialists in evaluating and designing products that are easy to learn and use. Last year’s event drew more than 40,000 attendees at 225 events in 175 cities in 35 countries.

Detailed program information is available at <http://usability.msu.edu>

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