World Usability Day 2011
10 November 2011 - Making life easy!

This year’s theme
Making Social Media Work for You
http://usability.msu.edu/events/world-usability-day
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SCHEDULE

Morning Registration
8:30 - 8:55 a.m. | Second Floor Concourse (Outside Ballroom)

Opening Remarks
8:55 - 9:05 a.m. | Ballroom >> Sarah Swierenga - Director, Usability/Accessibility Research and Consulting, Michigan State University

Identifying Usability Best Practices for Social Media Work
Speaker: Kamaria Campbell, ForeSee Results
9:05 - 9:45 a.m. | Ballroom >> Many organizations want to engage with people on popular social platforms such as Facebook, Twitter, and Google+, as well as integrate content, links, and widgets from these sources into their websites. This talk explores how to evaluate social media integration on websites such as widgets, custom API integration, and links for optimal usability. In addition to examining the various types of social media integration available, this presentation will address the key questions usability practitioners should ask before including social media on the websites they service.

GM in OverDrive
Speaker: Terence McKinney, General Motors
9:45 - 10:30 a.m. | Ballroom >> GM OverDrive is a collaboration tool for employees, helping GM team members globally to communicate more efficiently and faster. While similar to Facebook and Twitter, it is conducted behind the GM firewall. OverDrive is used to brainstorm, gather feedback and find facts and answers from colleagues in other functions and from around the globe for GM employees, suppliers and contractors. Resistance came from many quarters at first, but active users have grown from a small pilot group to thousands, with more than 500 private and public work groups since it launched in January 2011. Two million connections have been made among those employees using OverDrive. A view into a work in progress...social media working in a global corporate workforce.

Break
10:30 - 10:45 a.m. | Second Floor Concourse (Outside Ballroom)

The Adventures of @DMC Julian: How a Hospital System Uses Social Media to Reach People
Speaker: Julian Bond, Detroit Medical Center
10:45 - 11:30 a.m. | Ballroom >> Going beyond the usual face-to-face doctor’s office chats and traditional hospital marketing methods, the world of social media (Twitter, Facebook, YouTube, etc.) has opened the doors to new ways of communication in the health community. So with more and more people using this new technology, a good number of health/hospital systems have caught on to it and as a result have started to put the “MED” in the social MEDia movement. This talk will explore the various (and often fun) ways that the Detroit Medical Center (DMC) hospital system has used the medium to reach patients, connect medical staff, and help boost employee morale here in Michigan.

Blowing Up the Suggestion Box
Speaker: Daniel Foster, TechSmith
11:30 a.m. - 12:15 p.m. | Ballroom >> Your next, best idea could come from your customers or clients. Unless, of course, you make it such a hassle to give feedback that nobody bothers. This talk will give you some ideas and real world examples of how exploding the suggestion box model leads to deeper and more dangerously interesting conversations with fans and critics.

Lunch Presentation: Mobile and Accessibility in a Multimillion-Dollar Social Media Campaign
Speaker: Preety Kumar, CEO, Deque Systems
12:15 - 1:30 p.m. | Ballroom

Usable Social Media Analytics: Making Sense of Metrics
Speaker: Constantinos Coursaris, Michigan State University
1:30 - 3:00 p.m. | Ballroom >> How do you take control of social media and make it work for you? This workshop will cover key strategies, tactics, and metrics to help you create the actionable plan that will work with your social media marketing needs.

Closing Remarks
3:00 - 3:10 p.m. | Ballroom >> Sarah Swierenga - Director, Usability/Accessibility Research and Consulting, Michigan State University

UARC Tours and Consulting Meetings
3:30 - 5:00 p.m. | UARC Offices, Kellogg Hotel & Conference Center >> UARC staff will be available for tours and private meetings during the afternoon. Let us know if you’d like to set up a time.
SPEAKER BIOS

Julian Bond  >>  Social Media-Marketing Manager, Detroit Medical Center  >>  Julian Bond is a long-time supporter of Detroit and follower of the growing local Detroit social media community. He works as social media-marketing manager for the Detroit Medical Center hospital system, where he helps lead their social media efforts and outreach in the Metro Detroit area, and also is a current contributor for the national Ragan Health Care Communications News. Prior to joining the Detroit Medical Center in 2005, Mr. Bond worked for the Detroit Free Press newspaper as an apprentice, and was a head feature writer for the University of Michigan college newspaper for their Dearborn campus.

Kamaria Campbell  >>  Usability Auditor, ForeSee Results  >>  Kamaria Campbell is a usability auditor at ForeSee, a customer experience analytics firm based in Ann Arbor, Michigan. Her work consists of helping companies and other organizations ensure their websites and customer-facing technologies provide the optimal experience for users. She also plays an active role in the team's ongoing research into website usability best practices, leading research on emerging trends in the social media space. Ms. Campbell has a M.S. in information with a specialization in human-computer interaction from the University of Michigan’s School of Information and a B.A. from Duke University, where she majored in computer science and history. Kamaria is a member of ACM SIGCHI and UPA.

Constantinos K. Coursaris  >>  Assistant Professor, Michigan State University Department of Telecommunication, Information Studies and Media  >>  For over a decade, Dr. Constantinos K. Coursaris has been designing and developing websites for academic, government, for-profit, and non-profit organizations. He has also owned a social networking site, managed the digital and social presence of various businesses, and consulted for organizations on the strategic and tactical use of social media. In 2005, he joined Michigan State University’s Department of Telecommunication, Information, Studies, and Media, and Usability/Accessibility Research and Consulting, where his research agenda has focused on exploring the motivations, experiences, outcomes, and design implications associated with new media use. Dr. Coursaris has been privileged with opportunities to train others in this space, including the instruction of diverse audiences in the U.S., Canada, France, the U.A.E. and other countries in the Middle East and North Africa (MENA). Connect with him on Twitter @DrCoursaris.

Daniel Foster  >>  New Media Specialist, TechSmith Corporation  >>  Daniel Foster heads up social strategy for Lansing-based software maker TechSmith—a company that used social media tools and word-of-mouth marketing tactics long before the buzzwords. Mr. Foster is helping TechSmith scale up to get more employees involved, with better tools and processes to delight and learn from more customers.

Terence McKinney  >>  User Experience Manager, General Motors Company  >>  Terence McKinney is manager of GM’s intranet user experience, with 25 years at the company. He has extensive background in print, illustration and web design, attending the Center for Creative Studies in Detroit. Mr. McKinney manages GM’s intranet standards and designs the templates used by some 3,000 intranet sites globally. A leading web content management SME at GM, he has worked directly with many enterprise software companies to improve the usability of their products and to promote usability testing. In addition to managing daily operations of the GM homepage, Socrates, he is also responsible for the design and usability of GM’s media platform at media.gm.com in 90 countries and 30 languages. Currently, he is leading the strategy and redesign of GM’s next gen employee portal and its mobile design and integration with GM’s internal social tools.

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