13th Annual
Michigan World Usability Day
November 12, 2015
Michigan State University
Union Building

#MiWUD  #WUD2015
Welcome to Michigan’s 13th annual World Usability Day, hosted by Michigan State University’s Usability/Accessibility Research and Consulting (UARC). For the first time in MiWUD history, the lineup features all women presenters, each of whom embodies the spirit of innovation (this year’s global theme). We encourage you to engage in the thought-provoking discussions during the speaking sessions both in person and on Twitter using the two hashtags of #MiWUD and #WUD2015.

**About World Usability Day**
World Usability Day is the largest gathering of industry professionals, academics, government leaders, and students facilitating the progression of usability, user experience, and user-centered design. Each year, the World Usability Day community holds over 150 events in more than 40 countries. Michigan State University’s event draws speakers and attendees from all parts of North America representing industry, government, and academia. World Usability Day was founded to explore ways to ensure that the services and products important to life are easy to access and simple to use.

**Open House at UARC**
An open house will be held from 1:00–3:00 p.m. today at Usability/Accessibility Research and Consulting’s facilities in the Kellogg Hotel and Conference Center, 219 S. Harrison Road. Please meet in room 93.

**Event Sponsors**

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<th>MICHIGAN STATE UNIVERSITY</th>
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**Event Affiliates**

- Detroit UX
- Ignite UX Michigan
- IxDA Lansing
- Ladies that UX Detroit
- Ladies that UX Grand Rapids
- Michigan Usability Professionals’ Association
- Michigan CHI
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<th>Time</th>
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<td>8:00 a.m. – 8:30 a.m.</td>
<td>Registration</td>
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<td>8:30 a.m. – 8:35 a.m.</td>
<td>Opening Remarks</td>
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<td>8:35 a.m. – 9:10 a.m.</td>
<td><strong>Advancing User-Centeredness, Solving Pain Points, and Driving Innovation: Lessons Learned from Mapping the Customer Experience</strong>&lt;br&gt;Emily Mahood Bowman • Team Detroit&lt;br&gt;While the practice of user experience strategy is gaining ground, political and operational struggles crop up when trying to incorporate these new tools and techniques. Organizational legacies don’t disappear and not everyone understands the value of such efforts. To help newcomers to the strategy table identify where to focus their efforts and what battles are worth the fight, we explore the lessons learned mapping the customer experience and operationalizing a consumer-centered strategic framework for a large automotive client.</td>
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<td>9:10 a.m. – 9:45 a.m.</td>
<td><strong>Fostering Innovation Through Social Media: Knowledge Flows, Business Goals, and Measurement Strategies</strong>&lt;br&gt;Wietske van Osch • Michigan State University&lt;br&gt;Social media have been termed one of the most transformative ITs for today’s enterprises, largely due to their ability to increase collaboration and innovation through greater visibility and accessibility of information and experts. As a result, companies have adopted and implemented both public and enterprise social media as means to achieving various strategic goals, from connecting dispersed individuals to facilitating online collaboration, co-creation, and crowdsourcing. With the growing availability of “big data” from user behaviors, interactions, and content on social media, we now have the ability to measure the actual impact of these technologies on team collaboration and innovation. In this talk, several possible techniques for analyzing large and complex amounts of data are discussed. Furthermore, key findings and implications are shared regarding the ideal composition of design teams for innovativeness as well as the implementation and use of social media technologies in their most productive and impactful manner.</td>
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<td>9:45 a.m. – 10:15 a.m.</td>
<td>Break</td>
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<td>10:15 a.m. – 10:50 a.m.</td>
<td><em>Lifelong Learning in UX</em>&lt;br&gt;Megan Schwarz • Enlighten&lt;br&gt;Is your quest to become an expert in your field limiting your growth as a UX designer? The high demand for UX expertise sometimes pressures designers to produce a quick solution—even in situations where additional exploration is necessary. Let’s step away from our arsenal of best practices and focus on deeper understanding. This talk connects expertise with context and opens up opportunities for innovation and continued learning.</td>
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<td>10:50 a.m. – 11:25 a.m.</td>
<td><strong>Usability of Social Media During Times of Disaster</strong>&lt;br&gt;Liza Potts • Michigan State University&lt;br&gt;During times of disaster, people try to reach out across social media to locate lost loved ones, learn about the event, share information, and help each other. Unfortunately, the vast majority of our social media tools are not designed to allow this information to surface and circulate in ways that can help in such desperate times. This presentation addresses the usability of these systems and shares the findings of over 10 years of study.</td>
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<td>11:25 a.m. – 12:00 p.m.</td>
<td><strong>Just Enough for Innovation</strong>&lt;br&gt;Josie Scott • Synchrony Financial&lt;br&gt;As we move toward an Agile software development world, organizations have struggled to integrate user experience (UX) design and provide timely, impactful research. The Agile Manifesto provides challenges for great UX, and organizations have struggled to integrate. Josie Scott outlines a successful testing and research program she was able to craft based on her unique background as a UX researcher...of UX researchers. Just Enough Testing (JET) has become the foundation of Synchrony Financial’s Innovation Station UX research program.</td>
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Emily Mahood Bowman  
**Senior User Experience Architect • Team Detroit**

Emily Bowman wants to live in a world where technology works for us, not against us. As a user experience architect, she leverages user-centered design to help global brands like Jaguar Land Rover, Kimberly-Clark, and Intel create useful and usable experiences on cars, phones, tablets, and the web. Lately she’s been designing user experiences for Ford Motor Company at Team Detroit, an advertising agency in Dearborn, Michigan. When she’s not nose deep in wireframes, Mahood Bowman leads Ladies that UX Detroit, a professional group aimed to support and advance women in design and technology. Follow her on Twitter @awesomania.

Liza Potts  
**Associate Professor, Department of Writing, Rhetoric, and American Cultures (WRAC), College of Arts and Letters; Director, Experience Architecture; Director, Writing, Information and Digital Experience • Michigan State University**

Liza Potts is the director of WRAC’s experience architecture program, a senior researcher at WIDE Research and the director of the Creativity Exploratory. Her research interests include digital rhetoric, internet studies, and social user experience. Potts is the chair of the Association for Computer Machinery’s Special Interest Group on Design of Communication (ACM: SIGDOC). She has worked for Microsoft, consultancies, and start-ups as a director, information architect, and program manager. Potts earned her Ph.D. in communication and rhetoric from Rensselaer Polytechnic Institute, the nation’s oldest technological research university.

Megan Schwarz  
**Interaction Designer and User Experience Strategist • Enlighten**

Megan Schwarz is a user experience designer with a passion for understanding user behavior and needs. She has a master of science in information degree in human-computer interaction and an undergraduate degree in secondary education, both from the University of Michigan. Schwarz’s background in education has made her passionate about the importance of continuing education in UX and she is excited to share her research and experiences.

Josie Scott  
**User Experience Design Research Lead • Synchrony Financial**

Josie Scott specializes in user experience research, facilitating “ah-hah!” moments in research and synthesizing insight into design solutions. She has helped to create customer engagement in software, mobile, and other digital products for Fortune 500 companies in the financial, software, energy, and automotive industries. Before her career in user experience, she administered elections for nearly 15 years as an official for the Michigan Bureau of Elections. She continues to promote better user experience, accessibility and plain language in voting and government. She served along with Dr. Sarah Swierenga as a member of the Center for Civic Design’s Voting and Usability Project team; the team created the Local Election Official’s Ballot Testing Kit. Her master’s degree in information management and communication from Walsh College complements her bachelor’s degree in journalism from Michigan State University.

Wietske van Osch  
**Assistant Professor, Department of Media and Information, College of Communication Arts and Sciences • Michigan State University**

Dr. Wietske van Osch is an assistant professor in media and information at Michigan State University and a visiting professor in information systems at the IESEG School of Management (France). She studies enterprise social media (ESM) and online communities for collaboration, knowledge sharing, boundary-spanning, and innovation, with a focus on the design of generative systems and communities, both inside and outside organizations. Current research projects involve extensive industry collaborations with companies including Steelcase and Leo Burnett. Her work on ESM has been funded by the National Science Foundation (http://esm.mi.msu.edu).

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**MICHIGAN STATE UNIVERSITY**

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