

MSU Celebrates World Usability Day on November 8

Theme: eCommerce User Experience

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For Immediate Release

EAST LANSING, Mich. – Michigan State University's Usability/Accessibility Research and Consulting (UARC) will host the Michigan celebration of **World Usability Day** on Thursday, November 8, 2012, at the MSU Union, joining an annual international celebration that focuses on "making life easier, and user friendly."

This year's international theme is Usability of Financial Systems, and MSU's event features the "eCommerce User Experience."

"User-centered design is a crucial component in any successful online interaction with consumers. Logical and intuitive processes requiring usability, accessibility, consistency, reliability, trust, and security are all necessary to retain a loyal customer base, and our event addresses some of those critical factors from an IT and UX professionals' perspective," says Sarah Swierenga, UARC director.

Presentations include:

"How Understanding the Business Around User Experience Design Will Make You Better at the Business of User Experience Design," by Patrick Purdy, Senior User Experience Designer at **United Healthcare Group**

"ICT-based Service in Public Transportation," by Takeshi Nakagawa, Deputy Director at Frontier Service Development Laboratory, **East Japan Railway Company**

"Innovation in Financial Services: How to Overcome the Challenges," by Anthony Viviano, Lead UX Designer at **TD Ameritrade**

"Transitioning to Web 3.0," by Jason Withrow, Usable Development and Internet Professional Instructor at **Washtenaw Community College**

Registration begins at 8:00 a.m., and presentations are 8:30 a.m.-12:00 noon at the MSU Union. Tours of the Usability/Accessibility Research and Consulting facility will be available from 1:00 to 3:00 p.m. at the offices located on the Garden Level (Room 93) of the Kellogg Hotel and Conference Center, 219 S. Harrison Road in East Lansing.



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Sponsors joining UARC for this year's event include: TechSmith, Michigan Usability Professionals' Association; Michigan CHI; MSU Libraries and IT Services; MSU Office for Inclusion and Intercultural Initiatives; and MSU Office of University Outreach and Engagement.

World Usability Day was founded in 2005 by the User Experience Professionals Association (UXPA) 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. It is the largest gathering of industry professionals, world-class academics, government leaders, and students facilitating the progression of usability, user experience, and user-centered design. The 2011 event drew more than 40,000 attendees in 140 cities across 44 countries.

During the last seven years over 2,000 conference participants from industry, government, and academia have attended the annual event at Michigan State University.

More information is available at usability.msu.edu.

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Media Brief

What: World Usability Day 2012, Michigan event

When: Thursday, November 8, 2012, 8:00 a.m. – 12:00 noon

Where: MSU Union, Ballroom, Michigan State University

Theme: “e-Commerce User Experience”

Hosted by: Usability/Accessibility Research and Consulting at MSU

Further contact information includes:

- <http://usability.msu.edu/events/world-usability-day>
- follow @MSU_UARC
- Tweet with #MiWUD and #WUD2012