

MICHIGAN STATE UNIVERSITY

MSU celebrates World Usability Day on November 11; Usability/Accessibility Research and Consulting hosts Michigan event

Theme: Mobile Communications

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For Immediate Release

EAST LANSING, Mich. – Michigan State University’s Usability/Accessibility Research and Consulting will host **Michigan’s World Usability Day** on Thursday, November 11, 2010, at the Kellogg Hotel and Conference Center, joining an annual international celebration that will focus on creating greater awareness mobile interaction design best practices that will improve and facilitate communication around the world. For event updates, you can follow @MSU_UARC on Twitter and Tweet with #MiWUD and #WUD2010.



University Outreach and Engagement

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“We have a dynamic program this year, focusing on **Mobile Communications**,” says Sarah Swierenga, director of Usability/Accessibility Research and Consulting at Michigan State University. “Our daily lives have changed due to the introduction of mobile devices and services. It is essential that usability and accessibility professionals keep pace with these rapid technology developments, and create and design mobile technologies with the user in mind.”

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

- “*Talking Points: A Mobile Orientation and Information System for the Visually Impaired*,” by Dr. Mark Newman, **University of Michigan**
- “*The Art of Mobile User Experience Research*,” by Kris Mihalic, **Nokia**
- “*Building Mobile Experiences: Testing Rapid Functional Prototypes in Real Contexts of Use*,” by Frank Bentley, **Motorola**
- “*New Usability Process at the State of Michigan*,” by Chuck Baird, **State of Michigan**

- “*Best Practices for Mobile Application Design*,” by Jason Withrow, **Washtenaw Community College**
- “*Creating Beautiful Android and Apple Mobile Applications Easily*,” by Nick Kwiatkowski, **Michigan State University**

The Michigan event features a unique blend of research, instruction, and practice among industry, education, and government. Sponsors joining MSU Usability/Accessibility Research and Consulting for this year’s event include:

- TechSmith
- Usability Professionals Association – Michigan Chapter
- MSU Libraries, Computing & Technology
- MSU Office for Inclusion and Intercultural Initiatives
- MSU Office of the Associate Provost for University Outreach and Engagement
- MSU Department of Telecommunication, Information Studies & Media
- MSU Writing in Digital Environments

The day is MSU’s sixth annual World Usability Day event, and will include informal tours of the lab facility in the afternoon after the final presentation.

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 in 180 cities across 40 countries.

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

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Media Brief

What: World Usability Day 2010, Michigan Event

Hosted by: University/Accessibility Research and Consulting at Michigan State University
Kellogg Hotel and Conference Center, East Lansing, Michigan

When: Thursday, November 11, 2010, 8:00 a.m. - 2:30 p.m.

Theme: Mobile Communications