



National Capital Region Chapter of the  
ACM Special Interest Group on Computer Human Interaction

## Raising Awareness for Usability Across the Nation

Presented by **Alfredo Coppola**, Chief Usability Strategist, Venture Communications

### What?

The recent market downturn has put growing pressure on companies to fiscally perform better than ever. Investors are demanding accountability in e-business expenditures. Employing usability practices throughout the development cycle will help them find it. The end-user experience is vital to a company's successes, its competitive advantage and potentially its survival.

There are currently many opportunities to capitalize on this significant market trend, as many e-business 'professionals' whom have emerged from various disciplines such as advertising, marketing, graphic design, and management consultants, are not adequately equipped to make informed choices about employing usability.

In this presentation Alfredo will discuss his new role as CAPCHI's new Vice-chair - working to raise awareness about usability as well as acting as a lobbyist of sorts to ensure that policy makers within government and other industry associations are well-equipped to implement intelligent integration of design and technology.

Areas of discussion will include:

- The end-user - the only one who matters in the new, New Economy
- The usability expert as facilitator
- Usability and Government On Line (GOL)
- Celebrating successful techniques for conducting research, design and testing

### Who?

**Alfredo Coppola** is dedicated to upholding the company's reputation for delivering highly usable websites and interactive-media products. In 1999, he devised *Easy Does It*, a proven user-centered design process for website development where he has also introduced a variety of new techniques for conducting end-user research, prototyping and product testing. He has led several usability projects for numerous national and international clients such as Aer Lingus, Infospace.com, CMHC and many federal government departments. Before joining Venture he was a senior partner at Filament Communications and Animatics Interactive. His relevant background covers many aspects of user interface design and visual communications.

### Where and When?

The meeting takes place on [Thursday, September 20, 2001](#) at 7:00 pm in the Conference 2 Boardroom at the Nortel Skyline location. Directions and a map can be found at [www.capchi.org](http://www.capchi.org). **Note:** All attending will be required to register with security. Please arrive 5-10 minutes earlier to allow for registering. The meeting fee is \$5 for non-members and free for CapCHI members (\$20 / year).