



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

## **Elephant in the Living Room**

Presented by **Kevin Grignon**, IBM Canada  
on Thursday March 23, 2006 at **Adobe Systems Canada**

### **What?**

It has been suggested that to become a better user experience practitioner, one must “learn how to work with and change the organization.” While a solid UX methodology is critical to realizing value from UX participation in the design and development process, true results only come if the organization is the primary focus of user experience work. In addition to user needs, UX practitioners need to be increasingly mindful of organizational needs. Kevin will lead a discussion on user experience design culture and its relationship with the organization.

### **Who?**

**Kevin Grignon** is a User Experience Designer with IBM Canada. When Kevin is not creating prototypes or capturing customer input, he can be found promoting the power and promise of design. With over 10 years of experience-based design, Kevin brings perspective to the strategic planning and tactical implementation of consumer-design investments.

### **When and Where?**

The meeting takes place on Thursday March 23, 2006 at 7:00 pm in the Klondike Conference Room at Adobe Systems Canada in Ottawa, located at 785 Carling Avenue (near Dow's Lake, between Rochester and Preston streets) Ottawa, ON K1S 5H4 Canada.

- Free parking available on site after 6:00 PM; entrance is on Rochester Street.
- **Bus routes 6 and 85** pass in front of the Adobe Systems Canada office on Carling Avenue.
- **Bus route 3** stops on Preston St at Carling Avenue, near the Adobe Systems Canada office.
- **Bus route 4** stops on Bronson Avenue at Carling Avenue, near the Adobe Systems Canada office (10-15 minute walk)
- The **O-Train** stops at Carling Station; you can walk east long Carling Avenue from the station (3-5 minute walk).

**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). Membership is for the session period (September 2005-August 2006) - anyone can join!

Refreshments will be provided for the meeting.

For more information see [www.capchi.org](http://www.capchi.org) or contact [info@capchi.org](mailto:info@capchi.org).