



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

## **Usability Bootcamp: Making Your Websites and Software Easy to Use**

An Introduction to Usability

**Date:** Tuesday, November 22, 2005

**Time:** 9:00 AM – 5:30 PM with breakfast and registration at 8:00 AM

**Place:** Crowne Plaza Ottawa Hotel, 101 Lyon Street N., Ottawa, ON K1R-5T9, T: (613) 237-3600

On completion of the Usability Bootcamp you will:

- Understand the skills, processes, tools and techniques required to design usable web sites and applications
- Have had hands-on experience of the key usability design and testing activities
- Come away with some tools and techniques to help you back at work
- Have networked with other people interested in usability
- Have had fun!

### **Agenda**

9:00 AM	<b>Welcome and Keynote</b>  <b>Keynote Gitte Lindgaard: Users on the Run - Usability Design Challenges in Mobile Devices</b>  “Success” in usability terms is often translated into product usability which normally means that users can successfully complete tasks with a minimum of fuss. Achieving efficiency and navigational elegance in the interaction between user and application is, however, not enough in the mobile arena, where size, weight, look and feel of the hardware, even the ring tone, is as important as performance to many consumers.  Apart from the challenge of designing effective user interface architectures fitting small screens, usability specialists must be as concerned about the entire user experience as about traditional usability. This keynote addresses some of these novel usability challenges arguing that usability is no longer about ‘getting the design right’ but also about ‘getting the right design’.
9:45 – 10:45 AM	<b>Amy Dillon: Usability Basics for Web Sites and Web Applications</b>  This section provides you with an overview of usability and how it can be addressed throughout the design process. In this session, you will learn about the processes, tools and techniques that will result in usable web sites and applications. The relative effectiveness and effort associated with these processes, tools and techniques will be examined.  This session is intended to provide you with a framework for the hands-on activities you will experience throughout the rest of the bootcamp and back on the job.
10:45 – 11:15 AM	Break
11:15 AM – 12:15 PM	<b>Helen Maskery: Who Are Your Users and What Are They Doing?</b>  Knowledge of users, their goals and the context in which they are achieving their goals is important when making usability design trade offs. In this session, we will put the users of your site or application under the microscope.  Using a series of hands-on activities, you will go through the steps required to define the users, their goals and their context of use. You will receive information on different techniques that can be used during this phase and when to use which techniques.
12:15 – 1:15 PM	Lunch

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1:15 – 2:30 PM

**Hilary Little: Introduction to User Interface Design**

This section will cover key techniques and tools you can use to make your websites and applications more usable.

We will examine the three main components of a user interface (UI) – the information architecture, the interaction design and the visual design – and their relative impact on usability. Then, you'll get a chance to practice doing design with some hands-on exercises.

Prototyping early means you can de-risk your designs quickly and inexpensively. We will discuss the process and benefits of iterative design, and how to incorporate it into your design process.

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2:30 – 3:00 PM

Break

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3:00 – 4:15 PM

**Mike Atyeo: Usability Evaluation Throughout the Design Process**

In this session, we will see how evaluation and testing can start early in the process to save time and money later on; how it can be carried out quickly and cheaply; and how it can be focused to provide maximum impact on the eventual design.

Starting with a discussion of what usability evaluation is, when it should take place, and what should be evaluated, we will move on to some hands-on evaluation activities, covering the preparation for, running of, and follow-up of usability evaluation. We will compare a number of techniques and understand which is most appropriately used when; we will practice setting metrics and targets for evaluation, and understand when and how users are involved in the process.

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4:15 – 5:15 PM

Q&A with the speakers

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5:15 – 5:30 PM

Wrap up and close

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## Speaker Bios



**Keynote Speaker: Prof. Gitte Lindgaard**

Professor Gitte Lindgaard is currently Director of the Human Oriented Technology Lab (HOTLab) and a full professor in the Department of Psychology at Carleton University. She was the Principal Scientist and Head of the Human Factors Division at Telstra Research Laboratories, Australia.

After a stint as Director of a private consultancy, she joined Carleton University in 2000 where she is responsible for building and expanding ties between academia, industry and Government in Canada in research and HCI training. She was Chair of CHISIG (Computer Human Interaction Special Interest Group) of the Ergonomics Society of Australia (ESA) during which she founded the OZCHI conference. She is an adjunct professor and a research associate at several Australian Universities and a Fellow of the ESA. She represents Canada on the IFIP TG13, Human Computer Interaction, and she deputy editor of the journal "Interacting with Computers".

Her research interests include Human Computer Interaction, especially in multimedia / multimodal systems, Computer Supported Cooperative Work, and human decision making in medicine. She has published extensively in scientific journals, from user interface design, task analysis, human judgment and decision making to pleasurable design and usability.

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**Ms. Amy Dillon**

Amy Dillon has been using her customer research skills to influence product design for 15 years. Her current role is Program Manager at Nakina Systems, focusing on product requirements and usability. Amy has a Masters degree in Information Technology, specializing in Human Factors from Loughborough University of Technology. She has a Bachelor of Sciences and Psychology from Carleton University, where she began her formal training in Human-Computer Interaction as a member of the Computer Users Research and Evaluation (CURE) lab.

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**Dr. Helen Maskery**

Dr. Helen Maskery is President and co-founder of Maskery, a usability design and research consultancy. She was previously Director of the Usability Design Group at Nortel Networks, prior to which she worked in the UK and USA. She is also an adjunct professor of the Human-Oriented Technology Lab at Carleton University.

Helen has over 20 years of varied business and academic experience with increasing levels of responsibilities through her career in Canada, the UK and the US. In her work with Maskery and Nortel Networks in Canada, Honeywell in the US and the Human Sciences and Advanced Technology (HUSAT) Research Institute and Consultancy in the UK, Helen has completed a wide range of design and research projects for the private and public sectors covering a broad spectrum of products, systems, markets, customers and user types.



**Mr. Mike Atyeo**

Mike Atyeo is President and co-founder of Neo Insight, an Ottawa consultancy specializing in the design and evaluation of Customer Experience.

At Neo Insight, Mike has led and contributed to more than 20 projects for government, hi-tech, retail, and non-profit clients. These have involved usability engineering activities ranging from requirements gathering and task analysis to heuristic evaluation and usability testing, through to communications planning and User Interface design and specification.

Mike also has more than 20 years prior experience in retail point-of-sale and financial systems and in telecommunications service design. He has led Interaction Design teams for British Telecom (BT) and Nortel Networks, including prototyping BT's first multi-media applications (interactive TV and airline seat-back systems), delivering Corporate 'Look and Feel' Standards, and implementing user-centered processes for Consumer Products.

Mike has an Honours degree in Psychology and an MSc in Computer Science. He has published, presented and chaired sessions on Human Factors issues at ACM SIGCHI and Interact conferences; run workshops as part of the UK Government's 'Usability Now!' initiative and chaired CapCHI - Ottawa's Computer-Human Interaction professional chapter.



**Ms. Hilary Little**

Hilary Little is a usability specialist, a user interface designer and a consultant. She currently works for the Canada Border Services Agency as a UI designer and runs a successful user-centered design consultancy called uiConsulting.

She specializes in the interaction design of complex web-based applications. Hilary considers herself lucky to be able to do what she loves for a living.

An interactive multimedia designer by training, Hilary has more than 10 years of experience doing user interface, interaction and visual design. She has done work for diverse groups such as Cognos, Treasury Board, Eric Sprott School of Business, CANARIE, Environment Canada and CVSRD among many others. She has also taught Interface Design at Algonquin College.

Hilary is an energetic person who holds dual Irish-Canadian citizenship. When she's not designing elegant and usable interfaces, she enjoys marathon running, eating Thai food, laughing and traveling with her husband and daughter.

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For more information, visit [www.capchi.org](http://www.capchi.org) or contact [workshop@capchi.org](mailto:workshop@capchi.org).