



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

Web 2.0: The Human Web

An interactive workshop on new Web opportunities

Date: Friday, April 13, 2007

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

Place: **National Arts Centre** (Fountain Room), Ottawa, ON, Canada

CapCHI is proud to announce our workshop, "Web 2.0: The Human Web". This year's workshop brings together some top people in this field and is designed to be highly engaging.

This full-day workshop will be held at the **National Arts Centre** in the Fountain Room on Friday, April 13th, 2007. Our presenters include **Peter Merholz, Maggie Fox, Mike Atyeo** and **Derek Featherstone** - bios and photos can be found in this document.

Everyone is welcome, so please help us let others know by forwarding them the url for this webpage.

What?

The collection of new technologies and techniques referred to as "Web 2.0" is changing people's behavior and expectations with regards to the Web. Web 2.0 is impacting all areas of our interaction from the details of using AJAX widgets, to collective decision-making and organization, privacy, and, especially social networking.

This workshop is geared towards a broad audience including government employees, product managers, business strategists, CTOs, CIOs, marketing specialists, communication experts, technology experts and human-computer interaction specialists of any ilk, but especially those who are web designers. The material is oriented towards an intermediate level of expertise, but will also be relevant to both novices and experts. The workshop will be interactive so participants will not only hear from experts in the field, they will also engage in activities to explore ideas that are presented. There will also be plenty of opportunities to engage with the presenters and other workshop participants, particularly if attendees choose to attend the unconference event following the workshop.

In the first half of the day Peter Merholz and Maggie Fox address the topic of Web 2.0 as a social media. They will cover the business rationale for Web 2.0 development and provide motivation for development in this area. Many case studies will be reviewed.

In the second half of the day Mike Atyeo addresses more detailed issues such as designing and testing Web 2.0 applications, particularly highly interactive AJAX applications. The important issue of accessibility will be addressed by Derek Featherstone, an expert in this particular field.

The more structured part of the workshop will finish with a panel of our presenters. This will be an opportunity for participants to ask any final questions and for presenters to deliver key take-home messages.

Following the panel session, attendees who are interested will then participate in an informal "unconference". This will be an opportunity for attendees to talk some more with the presenters and with each other and unwind. The aim is for all attendees to leave the day with a clearer idea of how social media can benefit their organizations and to know how to make their great ideas become a reality.

Agenda

7:45 - 9:00 AM	<i>Registration and Breakfast</i>
9:00 – 9:15 AM	Welcoming Address: Jean-Charles Parisé , Director, Corporate Systems, Auditor General of Canada, Office of the Information Systems and Technology
9:15 – 10:15 AM	Peter Merholz: As the Web Turns... <p>A couple years ago, the christening of "Web 2.0" caused big ripples, first with designers and developers, and then with product managers and business strategists. Now that we've had some time to take it in and understand it, what does it all mean? Much has been made of the implications of design and development for Web 2.0. In this talk, Peter Merholz, President of Adaptive Path, will stress how business strategy and product management must embrace this evolution or risk irrelevance.</p> <p>Join Merholz in a large-group discussion about effectively embracing Web 2.0 technologies.</p>
10:15 – 10:45 AM	<i>Break</i>
10:45 – 11:45 AM	Maggie Fox: Social media and Web 2.0 from a Canadian perspective: a user-generated presentation <p>Join Social Media expert Maggie Fox, founder of Social Media Group, Canada's first agency dedicated exclusively to helping companies leverage the power of social media, for this unique 'user-generated presentation'. First, Maggie will review some Canadian numbers and talk about social media adoption in Canada and the underlying shifts in society that are making all of this so important. Then, in a unique twist, she'll turn the tables on the audience and let them tell her what they want to know about all things Web 2.0. The success of this presentation will be in the hands of the attendees - come prepared with your most pressing questions about social media: why it's important, why it matters, who's using it, how your organization can use it, where you should start and where we'll all be ten years from now. This unique and lively session will be conducted in the true spirit of social media, changing the session paradigm from "dictation" to "dialogue".</p> <p>Participate in a highly interactive audience-participation question and answer session led by Fox.</p>
11:45 AM – 12:45 PM	<i>Lunch</i>
12:45 – 2:15 PM	Mike Atyeo: Designing and testing rich-internet applications for usability <p>The web is evolving from a collection of simple, static, information pages to a complex and dynamic environment with rich interactions and transactions which leverage distributed data and services. Web 2.0 technologies such as AJAX let users perform complex tasks without re-loading pages and offer users direct manipulation and better visualization of data, often blurring the boundary between navigation and action.</p> <p>To design these Rich Internet Applications (RIAs) successfully, we need to draw upon established user experience design and evaluation principles and techniques previously associated with desktop applications.</p> <p>In this session, we will review some of the design challenges raised by rich interaction, view many illustrative examples and get some hands-on experience applying usability evaluation to rich interaction.</p> <p>Conduct a usability evaluation session with Atyeo's expert guidance.</p>
2:15 – 2:45 PM	<i>Break</i>
2:45 AM – 4:15 PM	Derek Featherstone: Accessibility 2.0: Ajax Kung Fu Meets Accessibility Feng Shui <p>What happens when web site and application features prevent us from completing our goals rather than helping us? What if they make using the site or application completely impossible or utterly confusing? This is what can happen when the worlds of scripting, Ajax, accessibility and usability collide.</p> <p>In this session we'll take a tour of real-world applications that use scripting and Ajax to their advantage, and examine how well they work with assistive technology. We'll work together to identify probable accessibility barriers and see how some simple development strategies and techniques can be used to ensure that we aren't leaving our audience behind.</p> <p>Explore how your organization can move from Accessibility problems to solutions in an exercise led by Featherstone.</p>
4:15 – 5:00 PM	<i>A panel session with Merholz, Fox, Atyeo and Featherstone.</i>
5:00 PM onwards...	<i>An informal "unconference" at the Elephant and Castle with Merholz, Fox, Atyeo and Featherstone.</i>

Speaker Bios



Peter Merholz, co-president and founder (along with Jesse James Garrett) of Adaptive Path in San Francisco, CA, USA

Peter Merholz is an experienced information architect, writer, speaker, and leader in the field of user-experience design. He is a regular speaker at web design and information architecture conferences, such as ASIS&T's Information Architecture Summits (years 2000, 2001, 2002, 2004). He keynoted both the Institute of Design's 2003 "About With and For" conference, and 2004 SIGCHI.NL, the premiere Dutch HCI conference. His major clients include PeopleSoft, the California Health care Foundation, Yamaha and Intel. Peter is president of the IA Institute, and an active member of the ASIST and ACM's SIG-CHI. He serves on the organizing committees for the Designing User Experience conference and IA Summit. Full bio at:

www.adaptivepath.com/aboutus/peterme.php.



Maggie Fox, Founding Partner, Social Media Group in Toronto, ON, Canada.

Maggie Fox is a content and communications expert. She has been interviewed about social media by CTV News, The Toronto Star and Marketing Magazine and is frequently asked to speak at conferences and to business groups about the impact of social media. She was recently included in [Women Who Risk](#), a listing of influential women who head up Internet-based firms and is a member of [The Social Media Collective](#), an invite-only group of "the Web's best thinkers on media, marketing and Web 2.0". As a Senior Project Manager, she participated in high-level consultations and lead teams that created websites and online strategy for clients like Disney OnLine, Fireworks Entertainment, Hydro One, Deloitte and Sears Canada. Full bio at:

socialmediagroup.ca/maggie-fox-partner/.



Mike Atyeo, information architect and usability consultant at Neo Insight in Ottawa, ON, Canada.

Mike Atyeo has 25 years of industry experience, including many years as a human factors specialist for British Telecom. He built the first Interaction Design team in British Telecom (BT), prototyped their first multi-media applications and directed a corporate usability programs. Since co-founding Neo Insight in 2002, Mike has led many Customer Experience projects for government and high-tech clients. He has degrees in Psychology and Computer Science. Mike has published and presented on Human Factors techniques at international conferences, run workshops as part of the UK Government's 'Usability Now!' initiative, and chaired CapCHI in Ottawa. Recently, Mike presented a packed talk at CapCHI on [Usability and Ajax](#). Full bio at:

<http://www.neoinsight.com/aboutus/aboutUs.html>.



Derek Featherstone, web development and accessibility consultant with Further Ahead, Ottawa, ON, Canada.

Derek Featherstone is an internationally-known authority on accessibility and web development, and a respected technical trainer, and author. As founder of Further Ahead, he has been an in-demand consultant to government agencies, educational institutions and private sector companies since 1999. His wealth of experience and insight as both a web developer and accessibility consultant enables him to provide audiences with immediately applicable, brilliantly simple approaches to everyday challenges in web site and application design. He serves as Lead of the Accessibility Task Force of the Web Standards Project and is also a member of the DOM Scripting Task Force and comments on a variety of subjects at the popular blog boxofchocolates.ca. Read an interview with Derek Featherstone at: http://www.digital-web.com/articles/derek_featherstone/.

For more information, visit www.capchi.org or contact workshop@capchi.org.