

# UPPA 2005

**Changing new product design.**

Usability Professionals' Association

**Fostering an international network.**

Usability Professionals' Association

**Improving public awareness of usability.**

Usability Professionals' Association

**Increasing the body of knowledge.**

Usability Professionals' Association

**Supporting the usability community.**

Usability Professionals' Association



**Usability Professionals' Association**

Promoting usability concepts and techniques worldwide

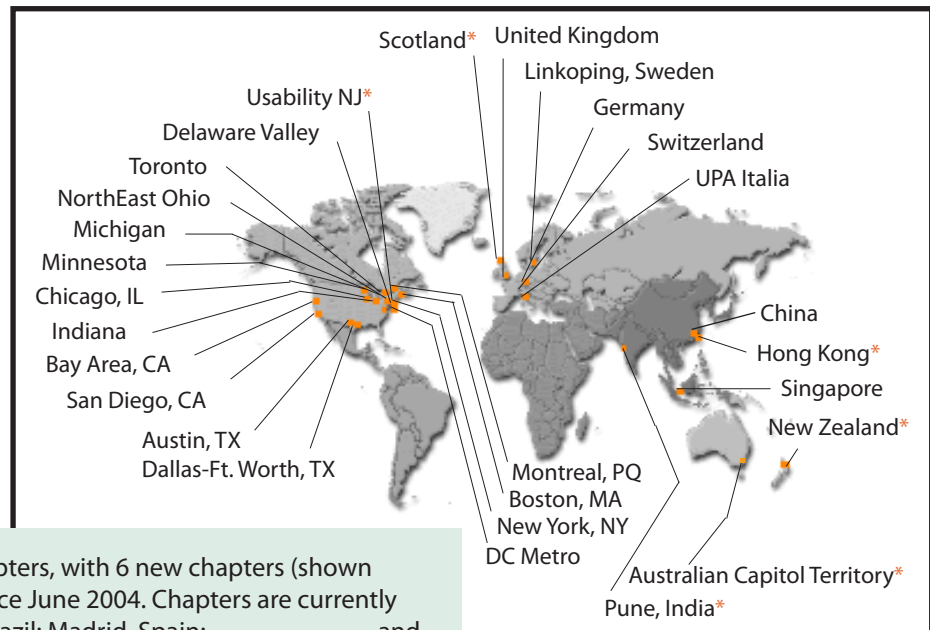
# Annual Report

## UPA Chapters: fostering an international network

Two chapters were recognized with 2005 Chapter Awards:

**Boston Chapter**, for sustained excellence and innovation in creating chapter activities, including five annual chapter conferences.

**UK UPA**, for increasing the visibility of usability throughout the UK through a successful drive to increase membership.



There are now **28** UPA chapters, with 6 new chapters (shown with an asterisk above) since June 2004. Chapters are currently organizing in Sao Paolo, Brazil; Madrid, Spain; and Chennai, India.

## World Usability Day: improving public awareness of usability

The first World Usability Day organized events around the world to promote the fields of usability engineering and user-centered design. The UPA, UPA chapters, and allied organizations held events revolving around a common theme: **Making it Easy!** Events were held in over 18 countries, and included:



**World Usability Day**  
3 November, 2005 • Making It Easy!

- Government participation in Italy, Canada, and Chicago, IL, and officials in many other locations.
- Twelve-year-old technology experts demonstrated usability issues on TV in New Zealand.
- "Usability Saves Lives" seminars focusing on airlines and emergency services in London.
- Open houses at many usability labs, featuring success stories and demonstrations.
- "Adventure Park Usability" demonstrating principles of usability and user-centered design to the general public in Stuttgart, Germany.
- Workshops on plain language and usability for government web managers in Washington, DC.

Visit the website at [www.WorldUsabilityDay.org](http://www.WorldUsabilityDay.org) for a full report.

World Usability Day was sponsored by Human Factors International (lead sponsor), TechSmith (T-shirt sponsor), Intuit, Apogee, and User Interface GmbH (as of print date). Allied organizations included HFES, PlainLanguage.gov, and DUX05.

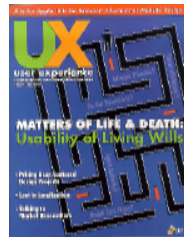
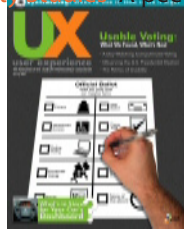


# Publications and Conferences: increasing the body of knowledge

Four publications provide a steady stream of information about usability, from business case studies to UPA news.

**User Experience** Our flagship quarterly publication sets an editorial balance between strategy, management issues, philosophy, methodology, and practice. Aaron Marcus, Editor-in-Chief. Susan Fowler and Alice Preston, Managing Editors.

**Journal of Usability Studies** A peer-reviewed,



international, on-line publication dedicated to promoting and enhancing the practice, research and education of usability engineering. Avi Parush, Editor-in-Chief. Advisory Board: Ginny Redish, Arnie Lund, Jakob Nielsen, and Jeff Rubin.



**UPA Voice** A bi-monthly mix of practical articles and industry news. Editors: Judy Blostein, Brenda Murray, Kerrie Green, Natalia Minibayeva.



**UPA Monthly** Provides news and notes via email, in English, French, German, Italian, Spanish and

The UPA Annual Conference includes workshops, tutorials, project meetings and three days of information-packed sessions.



UPA 2005, **Bridging Cultures**, was held in Montreal, Quebec, and was one of the best attended conferences. It included a French Track, organized by the Montreal Chapter. (Conference Chair: Caryn Zange-Josephson)



UPA 2006, **Usability Through Storytelling**, will be held in Broomfield, Colorado (near Boulder), June 12-16, 2006. The theme of the conference is to examine how usability professionals tell stories in ways that can be understood and acted upon by designers, business owners, and technical teams. See UPA's website for more information on the conference. (Conference Chair: DeeDee DeMulling)

UPA 2007 will be held June 11-15, 2007 in Austin, Texas. (Conference Chair: Carol Smith)

Conferences were also hosted by three chapters:

Boston UPA's 4th Annual Mini-Conference, **Usability and User Experience**, March 3, 2005.

Hong Kong UPA/China UPA joint conference, **User Friendly China 2004: Developing Usable Products**, December 18-19, 2004.

Michigan UPA's **Internet User Experience**, March 14-15, 2005, Ann Arbor, MI.

## Usability Body of Knowledge

At UPA 2005, the Body of Knowledge project planned the first release. It will include information about usability methods, education, and practices for usability professionals and managers.

The project team includes Nigel Bevan, Dean Barker, Lisa Battle, Duane Degler, Tom McCann, Brooks Protzmann, Carol Smith, and Chauncey Wilson.



# UPA Projects: supporting the usability community

## Code of Professional Conduct

The UPA adopted a new code of conduct for usability professionals. The complete code is available on the UPA website.

### UPA Ethical Principles

1. Act in the best interests of everyone.
2. Be honest with everyone.
3. Do no harm and if possible, provide benefits.
4. Act with integrity.
5. Avoid conflicts of interest.
6. Respect privacy, confidentiality, and anonymity.
7. Provide all resultant data.

## Design for Democracy

The UPA joined AIGA in this strategic initiative that mobilizes an interdisciplinary group of research and design professionals and students to increase participation in the civic experience. From election design to emergency and evacuation design to IRS education design, D4D is having a positive impact on experiences between the government and the governed.

## Member Services

**Current Members:** 2158 (1425 in the US, 733 in 40 other countries) as of September 2005.

**Job Bank:** 130 jobs posted in 2004.

**LinkedIn.com:** UPA members use the LinkedIn.com networking tools to connect to other members, find jobs, and make connections.

**Member Directory:** As a benefit to members, the on-line UPA directory provides direct access to current contact information for roughly 2000 UPA members.

**Salary and Employment Survey:** The 2005 survey updated information about member demographics, educational background, employment benefits and salaries and professional practices.

**Consultants List:** This directory makes it easy for businesses to find UPA members when they need to hire a usability professional.

**Voting Consultants List:** Created at the request of the Federal Election Assistance Commission, this list includes 134 professionals in 25 states and 7 countries who are willing to work with local, state/provincial and national governments on usability issues relating to elections.

## 2005 Awards

**UPA President's Award,** presented to Charlie Kreitzberg for his contributions in launching User Experience Magazine, and serving as Editor-in-Chief from 2001-2004. His leadership created a publication with a unique perspective, substantive contents, and a professional design.

**UPA Service Award,** presented to Susan Fowler and Alice Preston for their energy and professionalism in their work as Managing Editors of the UPA User Experience Magazine.

**UPA Service Award,** presented to Chauncey Wilson, for his unstinting contributions of knowledge, time and energy. We honor him as a mentor, a colleague, and a friend.

## UPA Board of Directors:

2003-2005

Richard Bellaver, Vice President/Co-Director of Strategic Outreach

Scott Kincaid, Director of Membership and Sponsors

Gary Macomber, Website Director

Elizabeth Rosenzweig, Co-Director of Strategic Outreach

2004-2006

Whitney Quesenbery, President

Kerrie Green, Director of Publications

Dave Mitropoulos-Rundus, Co-Director of Chapters

Paul Sherman, Co-Director of Chapters

2005-2007

Thyra Rauch, Secretary/Treasurer

Nigel Bevan, Director of Professional Development

## 2005 Budget

	Income	Expense
Annual Conference	\$461,702	\$439,407
Membership Dues	\$176,038	\$ 14,730
User Experience	\$ 6,200	\$ 55,877
Web Site, E-commerce	\$ 17,700	\$ 20,500
Management Chapters, Outreach,	\$	\$183,980
Professional Development	\$	\$ 28,100
Sponsors	\$ 32,000	
Total	\$693,640	\$742,594

## Sponsors

UPA's 2005 Gold Sponsors: Microsoft, Intuit.

Bronze Sponsors: Apogee, Cesart, e-reiss, Hesketh, The MathWorks, Mitsue-Links, Ovo Studios, Sun Microsystems, TechSmith, The Swiss Usability Center, United Healthcare, Usability Sciences Corporation

