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Usability Professionals' Association
Promoting usability concepts and techniques worldwide

2007 Annual Report

*Raising public awareness of usability
Providing an international network
Supporting the user experience community
Growing the body of knowledge*

UPA Chapters: providing and international network

At the end of 2007, there were 44 chapters around the world, with 6 new chapters chartered in 2007:



UPA recognized the **Michigan Chapter** with the **2007 Chapter Award** for promoting UPA, increasing its visibility and collaborating with other related chapters and universities throughout the state of Michigan.

World Usability Day: raising public awareness of usability

World Usability Day, created to promote the fields of usability engineering and user-centered design, was a runaway success in its second year. World Usability Day once again brought together UPA, UPA chapters, and allied organizations at events and gatherings around the world. Some of the highlights of World Usability Day 2007:

- More than 180 events were held in 41 countries on six continents.
- Over 10,000 people helped organize, run and participate in events. Event attendance surpassed 40,000 people.
- World Usability Day events were covered in more than 30 media outlets worldwide.



World Usability Day sponsors: Adobe, Apogee, AERVA, Azure, Software Solutions, Bishoff Communications, LLC, Constant Contact, Creative with Direction, e-Software, Event Brite, Exclusive Concepts, Fatdux, Intuit, Mad*Pow, Misue-Links, OHO Interactive, Ovo Studios, Techsmith, Texas Tech University, Usability.ch, Usability.de, and VKI Studios.

Publications and Conferences: growing 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.
Gerry Gaffney, Managing Editor.



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 on-line newsletter with a mix of practical articles and industry news.

Editors: Judy Blostein, Brenda Murray, Kerrie Green, and Natalia Minibayeva.

UPA Monthly UPA members-only email update provides links to usability articles, chapter news, and UPA project updates in Chinese, English, French, German, Hebrew, Italian, Japanese, Russian, Spanish and Portuguese.

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

UPA 2007, *Patterns: Blueprints for Usability*, was held June 11-15, 2007 in Austin, Texas. The conference theme reflected our field's ability to observe users and discover patterns, translating the knowledge into design patterns. (Conference Chair: Carol Smith)



UPA 2008 was held in Baltimore, Maryland, June 16-20, 2008. The theme for 2008 was *The Many Faces of User Experience: Usability through holistic practice*. (Conference Chair: Alain Robilliard-Bastien)



UPA 2009 will be held in Portland, Oregon, June 16-20, 2009. The theme for 2009 will be *Bringing Usability to Life: Making everyday things better*. (Conference Chair: Kate Caldwell)



Local conferences hosted by chapters:

Michigan UPA's **Internet User Experience**, February 19-22, 2007, Ann Arbor, MI.

UPA China **User Friendly 2007**, November 23-25, 2007, Beijing, China.

UPA Projects: supporting the user experience community

Usability in the Enterprise

The Usability in the Enterprise project collects information about the impact of user-centered design processes on the business performance of organizations. The goal of the research is to provide valid ways of measuring return-on-investment (ROI) for a variety of user-centered design methods, and then to test those metrics by collecting benchmark data from industry-leading organizations. Organizers and contributors led a workshop on this subject at the 2006 Annual Conference.

The project is led by Rich Gunther, with contributions from Anne Binhack, Scott Butler, and Douglas Anderson.

Body of Knowledge

In 2005, UPA announced a project to complete a Usability Body of Knowledge. Work has continued throughout 2007, and a preview of the Usability BoK is available at www.usabilitybok.org. The project is targeted primarily to practitioners and educators, although it can also be used by managers, decision-makers, and others who interact with usability professionals or need information about usability.

The project is led by Nigel Bevan, with Chauncey Wilson, Lisa Battle, Duane Degler, Dean Barker, Tom McCann, Brooks Protzmann and Carol Smith contributing.

Public Policy and Standards

UPA is represented on the U.S. Access Board Advisory Committee on Section 508 by Whitney Quesenbery and Sarah Swierenga. Member Mike Paciello and WUD Accessibility Chair Jim Tobias are the Co-Chairs of this committee.

Baruch Sachs represents UPA on the Department of Defense Human Factors Engineering Technical Advisory Group (DoDHFE TAG). The DoD HFE TAG coordinates research and development among the military services and other U.S. governmental agencies involved in human factors engineering.

Global Advisory Committee

Created after the Summer 2007 Board Meeting, its goal is to ensure that UPA is bringing value to all of its members around the world and to increase that value. This committee is spearheaded by Carol Smith, UPA Director of Global Outreach.

2007 Awards

UPA Service Award, presented to Natalia Minibayeva, for her years of dedication and attention to detail in making UPA's online publications professional, usable, and accessible.

UPA Service Award, presented to David Mitropoulos-Rundus for his unwavering commitment to the goal of expanding the scope of UPA through new chapter development and his leadership in nurturing new chapters both locally and abroad.

UPA Chapter Award, presented to the UPA Michigan Chapter, promoting UPA, increasing its visibility, and collaborating with other chapters and universities throughout the state of Michigan.

UPA President's Award, presented to Whitney Quesenbery, for her innumerable contributions to UPA over the years in many areas of the organization. Her leadership and tireless enthusiasm have touched and inspired many across UPA.

UPA Board of Directors:

2005-2007

Thyra Rauch, President
Nigel Bevan, Director of Professional Development

2006-2008

Peter Picone, Director of Students and Young Professionals
Elizabeth Rosenzweig, Director of World Usability Day
Lyle Kantrovich, Secretary, Director of Marketing
Silvia Zimmermann, Treasurer, Director of Organizational Outreach

2007-2009

Susan Dray, Director of Publications
Amanda Nance, Web Director
Paul Sherman, Vice President, Director of Membership
Daniel Szuc, Director of Chapters

In November 2007, UPA held elections for **2008-2010**. Board members elected for this term were:

Carol Smith, Director of Global Outreach
Trent Mankelov, Director of Marketing and Communications

About UPA

Overview

The Usability Professionals' Association is a 501(c)6 organization founded to support professionals who promote and advance the development of usable products.

Founded in 1991, the original 50-member Usability Professionals' Association has grown to serve a community of more than 2600 members worldwide by promoting usability concepts and techniques through its publications, conferences and local chapters. As of December 2007, the UPA had 2659 members.

UPA members work in corporations, government agencies, not-for-profit organizations, and independent consulting practices.

Member Services

Job Bank: An effective resource for recruiters and job seekers — with 125 jobs posted in 2007. Located at www.usabilityprofessionals.org/usability_resources/jobs/.

LinkedIn for Groups: A professional networking site where UPA members can connect with each other (see www.usabilityprofessionals.org/about_upa/linkedin.html).

Member Directory: Search by name, country or company to find other UPA members' names and contact information.

Consultants Directory: A service for finding a usability consultant. See www.usabilityprofessionals.org/people_pages/consultants_directory/.

Salary and Employment Survey: Conducted in alternating years. Survey reports can be accessed at www.usabilityprofessionals.org/upa_projects.

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.

Catalyze: An online community for professionals who define and design software applications and websites. For more information visit www.catalyze.org.

Sponsors

UPA 2007 SPONSORS

Thank you UPA 2007 Sponsors - for showing your support of those who promote and advance the development of usable products and services.

GOLD SPONSOR



Thank you Dell Experience Design Center.

SILVER SPONSORS



Thank you Terri Colgan.



www.microsoft.com/UserResearch

Thank you James Pazhavila.

BRONZE SPONSORS



Thank you Daniel Szuc.



Thank you Megan Ahearn.



Thank you Eric Reiss.



Thank you Kate Macevicz.



Thank you Emi Yano.



Thank you Rachel Spinka.



Thank you Scott Butler.



Thank you Tim Bosenick.



Thank you Meg St. John.



Thank you Scott Kincaid.



Thank you Silvia Zimmermann.



Thank you John Hossack.

2007 Profit and Loss

	Income	Expense
Annual Conference	\$842,051	\$628,220
Membership Dues	\$283,343	\$ 17,134
User Experience	\$ 22,536	\$ 71,549
Web Site, E-commerce	\$ 44,770	\$ 10,641
Management, Chapters, Outreach		
Professional Development	\$ 58,995	\$342,010
Sponsors	\$ 47,500	
Total	\$1,299,195	\$1,069,554

Financial figures reported in U.S. dollars

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