

10th October 2006,
The Grange City Hotel,
London

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16th August 2006
and SAVE £100

Behaviour & Information Technology

25th Anniversary Conference

*An essential one-day conference with pre-event workshop
examining 25 years of usable technology design and current
concerns and challenges for usability experts worldwide*

Speakers

- **Dr Ahmet E Çakir**, Scientific Director, **Ergonomic Institute, Germany**
- **Jarnail Chudge**, User Experience Programme Manager, **Microsoft, UK**
- **David Followell**, Head of Business Consultancy & Usability, **Nationwide Building Society, UK**
- **Thomas Foster**, User Interface Design Manager for O2 Branded Devices, **O2, UK**
- **Leslie Fountain**, Senior Consultant, **System Concepts, UK**
- **Nick Illsley**, Chief Executive, **Transport Direct, UK**
- **John Karat**, Research Staff Member and Co-Leader IBM Privacy Research Institute, **IBM Thomas J Watson Research Centre, USA**
- **Angsar Kupper**, Senior Consultant, **System Concepts, UK**
- **Ben Luff**, Senior Consultant, **System Concepts, UK**
- **Eric Mills**, Product Development Manager, **LiDCO Ltd, UK**
- **Professor Matthias Rauterberg**, Designed Intelligence Group, Department of Industrial Design, **Eindhoven University of Technology, Netherlands**
- **Donna Smillie**, Senior Web Accessibility Consultant, **Royal National Institute of the Blind, UK**
- **Tom Stewart**, Joint Managing Director, **System Concepts, UK**
- **Professor Harold Thimbleby**, Director, Future Interaction Technology Laboratory, **Swansea University, UK**

Organised by:

 Taylor & Francis events

www.tandfevents.com/bit

REASONS TO ATTEND:

- **Receive a full update on the past 25 years of designing usable technology**
- **Explore some of the issues facing usability experts in academic, commercial & industrial organisations around the globe**
- **Assess the current state and the future of usability research and design**
- **Hear expert opinion on lessons from international usability testing and design from a host of internationally renowned speakers**
- **Meet, share ideas and interact with some of the UK's leading usability researchers, practitioners and advisers**

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HUMAN TECHNOLOGY
An Interdisciplinary Journal on Humans in ICT Environments



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The international scientific journal **Behaviour & Information Technology**, in conjunction with Taylor & Francis Events, is delighted to present this 25th anniversary conference which will provide a unique insight into the state of the art of usability design.

This conference will review the progress that has been made over the past 25 years in designing usable technology. It will highlight lessons for designers of today's technology including web sites, games, mobile phones, kiosks, iTV and hand-held devices.

The event features a distinguished panel of speakers drawn from major commercial and industrial organisations worldwide. This is a must attend event for anyone involved in designing usable technology.

Who should attend:

Any professionals, regardless of function, who are interested and/or involved in applying usability research and principles to design technology better:

- Marketing professionals
- Product Managers
- Product and Industrial Designers
- System and Product Development (Project) Managers
- Interface and interaction designers
- User experience and web designers
- Software developers
- IT & e-Commerce specialists
- Practitioners and Researchers in Usability, Ergonomics, Human Factors, HCI, User Experience and Information Architecture

SPONSORSHIP & EXHIBITION OPPORTUNITIES

There are a limited number of sponsorship and exhibition opportunities available to organisations that wish to raise their profile. The number of exhibition spaces is limited to ensure that those who do choose to exhibit are guaranteed excellent access to the audience and unparalleled exposure for their brand. Space will be allocated on a strictly first-come, first-served basis.

For further details please contact Caroline Fuller on +44(0)20 7017 4044 or email caroline.fuller@informa.com

Behaviour & Information Technology

For twenty five years, Behaviour & Information Technology (BIT) has been publishing quality, peer-reviewed papers on the human aspects of computing. The journal covers many different facets of information technology including personal and mobile computing telecommunications, office systems, industrial automation, and consumer products. It acts as an international focus for reporting research on the human aspects of the design, use and impact of information technology hardware and software.

With the development of the World Wide Web and the proliferation of personal computers and mobile devices, BIT has grown in size and scope since its inception at the beginning of the 1980s, but continues to publish articles at the cutting edge of human-computer interaction. As information systems become more prevalent and increasingly complex, issues such as the functionality and usability of technology, as well as its impact on health and society, are of greater importance. As such, BIT attracts readers and authors from throughout the world in a variety of disciplines, including psychology, cognitive science, computer science, product design, ergonomics, sociology, management, education and training.

09.15 Chairman's Introduction

Richard Steele, Editorial Director, **Taylor & Francis Journals, UK**

09.30 25 Years Of Usability Lessons – Mistakes We Still Make Trying To Make Products Friendly

- technology evolves rapidly but fingers and eyes don't
- common sense is an unreliable guide to good design
- usability is more than user friendliness and making it easy
- context, context, context

Tom Stewart, Executive Editor, **Behaviour, Information & Technology** and Joint Managing Director, **System Concepts, UK**

09.55 Making The Business Case For Usability

- usability's fit with the organisation's culture
- elements of the Customer Experience
- understanding the business benefits

David Followell, Head of Business Consultancy & Usability, **Nationwide, UK**

10.20 Usability Standards - From Mice To Menus

- from ergonomics to usability
- the performance approach: born in Manchester; going strong in Geneva
- framework of ISO 9241-Standards
- outlook

Ahmet Cakir, General Editor, **Behaviour, Information & Technology** and Scientific Director, **Ergonomic Institute, Germany**

10.45 Q&A Session

11.00 Refreshment Break

11.25 Incorporating Emerging UI Norms And Standards Into The Design Of Complex Applications

- the advancement of technology has created new possibilities for designers and developers to create more immersive and dynamic interfaces...how can we ensure that they continue to remain usable? What are the challenges faced when moving from the old paradigms to the new?
- Jarnail will present how staff at Microsoft have tried to incorporate the new behaviours, presentation and interaction paradigms coming out of Windows Vista and the Office System 2007 into a complex healthcare focused forward-looking application
- this presentation will cover the processes and techniques used; the driving principles; and lessons learnt

Jarnail Chudge, User Experience Programme Manager, **Microsoft, UK**

11.45 From Personal To Cultural Computing

- historical development of HCI
- conscious and unconscious communication
- relationship between culture and technology
- entertainment as a carrier of cultural knowledge

Professor Matthias Rauterberg, European Editor, **Behaviour, Information & Technology** and Designed Intelligence Group, Department of Industrial Design, **Eindhoven University of Technology, Netherlands**

12.05 Life Saving Usability

In safety critical systems, such as avionics and health, usability and safety should go hand-in-hand, but as many accidents that seem obvious in hindsight testify, 25 years of usability methods do not yet seem up to the job. Are our methods inadequate, or are they fine but just not getting through to practising designers, procurers, managers? Or are expectations (particularly the government's and the public's expectations) the problem?

- safety critical design requires deep analytic thinking, which is in short supply in the right places
- usability is traditionally concerned with empirically-based approximation rather than engineering
- usability problems that do not lead to untoward outcomes are under-reported
- when serious usability problems are discovered, the status quo may still be preferable
- it is often expedient to blame the user rather than the system design
- iterative design, user engagement, and other standard principles are important, but are often politically unacceptable

Professor Harold Thimbleby, Director, Future Interaction Technology Laboratory, **Swansea University, UK**

12.25 CASE STUDY:

The LiDCOplus Hemodynamic Monitoring System: Applying Standard Usability Techniques To Non-Standard Products

- understanding the hospital environments (ICU, Theatre)
- the user matrix (technicians, nurses, doctors vs. experience with technology and monitoring)
- test methods (on-site vs off-site)
- results of our December 2005 user test

Eric Mills, Product Development Manager, **LIDCO, UK** and **Leslie Fountain**, Senior Consultant, **System Concepts, UK**

12.45 **Networking lunch**

13.30 **Inclusive Design: The Challenge Of Designing For People With Disabilities**

- why it's important to include the needs of people with disabilities in design decisions
- the challenge of graphical interfaces
- flexibility and choice in user
- interface and modes of interaction
- new technologies
- a mixed blessing
- inclusive design = good design

Donna Smillie, Senior Web Accessibility Consultant, **Royal National Institute of the Blind, UK**

13.55 **CASE STUDY:**

Integrated Transport Information - A Unique Web Portal

- "it's all about putting the user first"
- understanding travel planning behaviour and decision making
- using multiple channels to present complex travel information
- making good usability and accessibility key targets for a major public portal

Nick Illsley, Chief Executive, **Transport Direct, UK** and **Ben Luff**, Senior Consultant, **System Concepts, UK**

14.20 **Sophisticated Simplicity**

- people's capacity for interaction with digital devices is largely unchanged
- those responsible for 'design' must step up their understanding and advocacy for the user as we face the mixed blessing of convergence in both terms of IP enabled services and hardware features
- times of change inevitably offer the opportunity to set new user expectations
- in light of the above are we letting go of the basic design principles that can make our products brilliant?

Thomas Foster, User Interface Design Manager for O2 Branded Devices, **O2, UK**

14.50 **Round Table Discussion Session**

Within this interactive session, each roundtable is hosted by a moderator who sets the agenda and chairs the discussion. This is a great opportunity to discuss and debate important issues with the moderator and your peers.

Discussions last for 30 minutes giving delegates the opportunity to participate in three roundtables.

Topics include:

- why customers need accessible and usable systems
- usability design in large software systems
- making the business case for usability
- usability design and marketing – an uncomfortable relationship?
- mobile phones and handheld devices – designing for use
- games people play – are challenging games usable?

16.10 **Refreshment Break**

16.30 **Think Global, Act Local - Lessons From International Usability Testing And Design**

- the business benefits of localisation and globalisation and how to evaluate these from a customers' perspective.
- the usability issues associated with both approaches.
- the typical risks associated with doing neither
- practical tips on international usability testing.

Ansgar Kupper, Senior Consultant, **System Concepts, UK**

16.55 **The Usability Research Agenda - What Next?**

- some movements in the technology world that have influenced Usability Research between 1980 and 2006:
 - focus shifted from interface to interaction
 - technology moved from slowly changing in to rapid changes
 - user population shifts from a few users to everyone
 - task focus shifts from office work productivity to total user experience for broad range of use
- all of these continue to change how we think about usability research. In general, we still need to know how to efficiently use data from users to inform design.
- The uncertain role of Theory (of users, or design, of evaluation) in the usability process. Do we wait for adequate theory (how long will it take?), or do we proceed without theory (if so how?)

John Karat, Editor, **Behaviour, Information & Technology** and Research Staff Member and Co-Leader IBM Privacy Research Institute, **IBM Thomas J Watson Research Centre, USA**

17.20 **Chairman's Closing Remarks**

17.30 **Close Of Conference**

User centred design training with System Concepts

Course leader: **Allison Tynan**, Senior Consultant, **System Concepts**

System Concepts is one of the UK's leading training providers in usability. Our courses are tailored to clients' needs, practical and solution focused and delivered by highly qualified, experienced and enthusiastic trainers.

Our UCD courses provide delegates with practical skills and tools to help them apply a human-centred design approach based on the British and International Standard BS EN ISO 13407.

Getting the business benefits

Products and systems designed with the needs of all users clearly identified, defined, understood, communicated and tested as an integral part of the project have a much greater chance of meeting their overall objective, whether this is measured in terms of sales, customer satisfaction levels, productivity or sales conversion rates. In addition, projects are more likely to be completed to time and budget, without expensive last minute revisions.

This one day intensive course provides you with tips, tools and techniques to help you understand who your customers are and what they want from the end-product you deliver.

Who should attend?

This course is designed for anyone who is involved in specifying how a system or product will look and function. This includes managers, engineers, designers, developers and analysts from IT, commercial or marketing functions.

What skills and information will they learn?

After successfully completing this course, participants will:

- appreciate how understanding your customers will make it easier to do your work
- be able to apply techniques for building pictures of your customers, the environments in which they work, and what they want to do with your product
- incorporate usability principles into your development process for any system or product, even those with very tight deadlines.
- apply international standards in user centred design (ISO 13407)
- track projects to ensure they remain user and business focused

Course content

This course provides theory, case studies and examples as well as hands-on activities for participants to practice their new skills. A comprehensive course manual is provided.

The content of the course includes:

- applying the User Centred Design approach to your business
- business benefits of a User Centred Design
- guidelines and Standards
- knowing your target users and capturing their requirements
- translating requirements to conceptual design and release criteria
- prototyping techniques
- measuring and testing usability

Behaviour & Information Technology: 25th Anniversary Conference

Tuesday 10th October 2006 - The Grange City Hotel, 8-14 Cooper's Row, London EC3N 2BQ
Tel: +44 (0) 20 7863 3700 - Fax: +44 (0) 20 7863 3701 Nearest Underground Station: Tower Hill

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