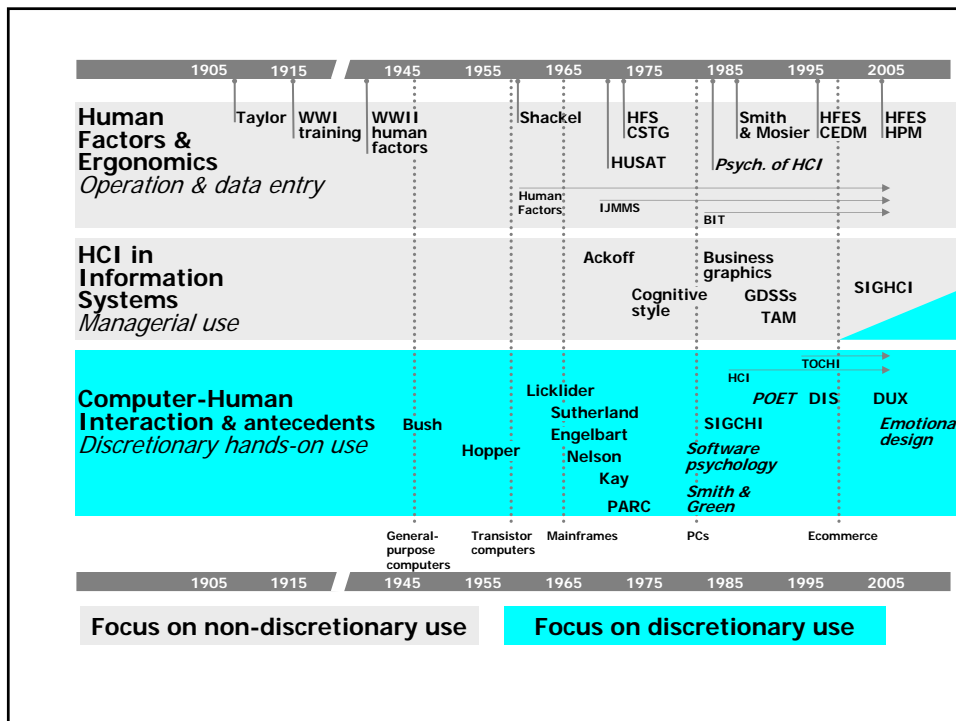
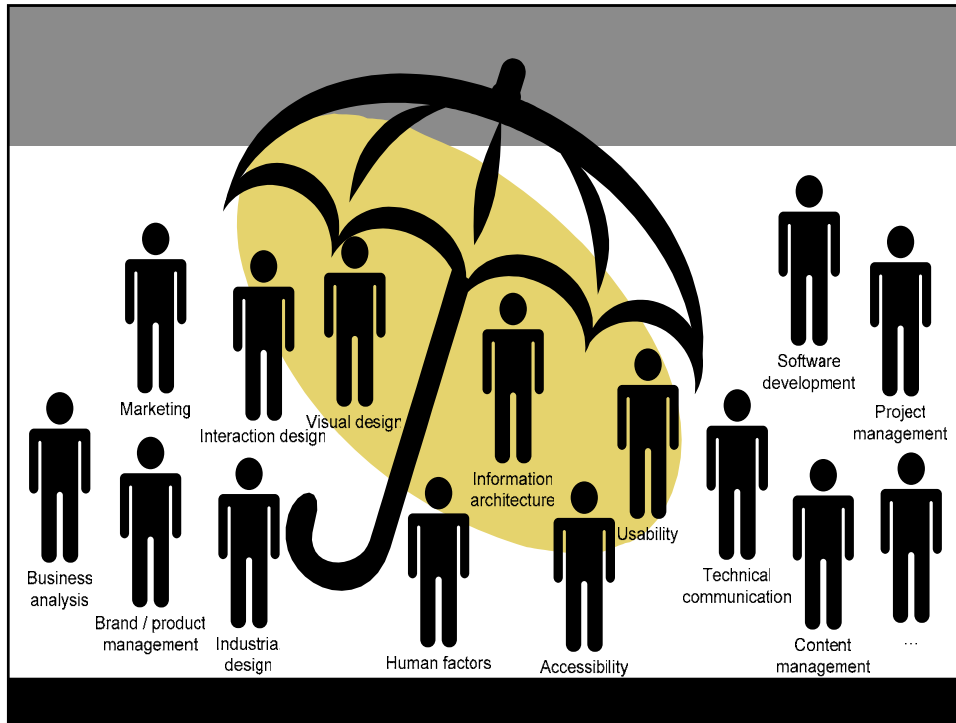


## **Meeting the Needs of “User Experience” Professionals**

Richard Anderson, Annie Archbold, Michelle Berryman, Nigel Bevan, Nick Finck, Pabini Gabriel-Petit, Jonathan Grudin, Dennis Galletta, Barbara Helfer, David Heller, Keith Instone, Peter Jones, Dirk Knemeyer, Joe Konstan, Arnie Lund, Ian Maclelland, Nico Macdonald, Fiona Fui-Hoon Nah, Whitney Quesenbery, Fred Sampson, Lynn Strother, John Zapolski, Ping Zhang

We have to collaborate “on the job” as UX professionals – why is it so hard to “collaborate as professionals” outside of our jobs?



## How we got here

- Three years ago, Lou Rosenfeld kicked off a discussion
  - Face to face meetings
  - Email discussions on several lists
- A small group met to try to
  - Articulate the points of pain
  - Explore models for solutions
  - Define principles for moving forward

## Things we heard

- "I'm interested in many different things."
- "I wish I could find out what's going on in my area more easily."
- "I don't have anyone to talk to about this stuff"
- "How do I connect with people across town or around the world?"
- "What should I be learning to keep up in this profession?"
- "I don't feel like I have a 'home' – an organization or conference I can keep coming back to."

## Overarching principles

- UX is multidisciplinary; no one covers it all
- Many rich options for UX professionals to choose from
- Facilitating connections is key to increased value
- We can all benefit from supporting those in UX

userexperiencenetwork  
UXnet

## Getting started...



### Local UX Ambassadors

Forming a network of representatives responsible for facilitating collaboration in local areas.



### Events Calendar & Group Directory

Developing a searchable listing of UX-related organizations and events.



### Organization Collaboration

Facilitating collaboration among UX-related professional organizations.

## Goals for the DevCon

- Develop a deeper understanding of the problem and barriers to its solution
- Examine a mix of potential or partial solutions that have been or are being attempted, or are being considered
- Examine a mix of (partial) solutions developed for similar problems in other domains
- Generate new ideas for solving the problem
- Establish relationships and a roadmap to facilitate problem solution

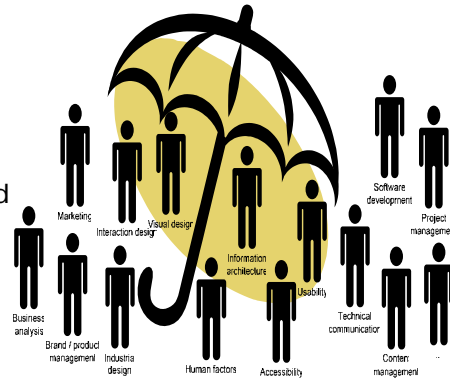
## DevCon Participants



SIGCHI  
ACM SIGGRAPH  
AIGA  
AIS-SIGHCI  
CHI'ATLANTA  
HFES  
IAI  
IDSA  
IID  
IxDG  
STC  
UPA

## A broad canvas

HFES - Human factors & ergonomics  
STC - Technical communication  
SIGCHI - HCI  
AIS SIGHCI - HCI in a business context  
UPA - Usability and user-centered design  
AIGA - Graphic design  
IDSA - Industrial design  
SIGGRAPH - Computer graphics  
IxDG - Interaction design  
IAI - Information architecture  
IIID - Information design



## So....what happened?

- We compared notes on how we thought about publications, conferences, and... and...
- We reviewed some history – and discovered that the change is a constant
- We did a bit of brainstorming...and had a few sparks
- We shared ideas about what's working—new technologies, DUX, campfires
- And we worried about reinventing the wheel

At the end of the day...

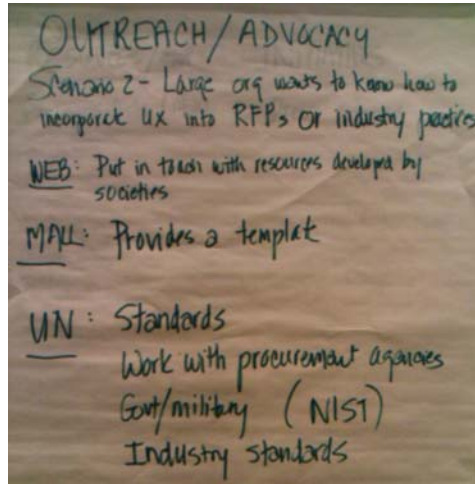


## WWW meets the UN

What's the right model?

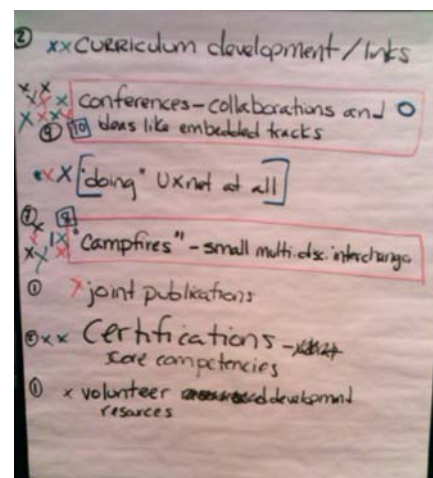
- The web: a loosely coupled network
- The mall: a shared infrastructure
- The UN: banding together for collective action

## Rightsizing



- Each of these models are useful
- Some ideas can scale through the models
- We don't have to choose just one

## Tactical plan





## Ideas for first projects

- Consolidated event calendar
- Local Ambassadors
- Organizational profiles
- Overview information about the field:  
FAQ's, glossaries, good starting points
- "Campfires" – small, multi-disciplinary interchanges
- Conference collaborations
- The syndicated data pool (and UX Core)

## And some other ideas

- The database of experts
- Blog aggregator – bringing all the content together
- Curriculum development
- Joint publications
- Certification and professional accreditation
- Volunteer leadership resources

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Engage!



[www.uxnet.org](http://www.uxnet.org)

# AIS SIGHCI Position Paper

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## ABSTRACT

The upcoming ACM SIGCHI Development Consortium is aimed at meeting the needs of multidisciplinary professionals that must choose among a variety of professional associations and their events. The position of AIS' (Association for Information Systems) SIGHCI is that the main problem lies in the deep chasms that separate the literatures of the related disciplines, and the solution is to provide an umbrella organization that enables a more organized federation of disciplines, groups, and associations. Problems identified include differences in terminology, competition for scarce resources, differences in how publications in various outlets are valued, and confusion about where should be the "home" for HCI/CHI majors. Suggestions include developing a framework for a federation, negotiating shared understandings about publication outlets, and coordinating information about meetings and other events.

## Author Keywords

HCI, multidisciplinary, professional associations, special interest groups, publications.

## ACM Classification Keywords

Ergonomics (H.5.2), Human Factors (H.1.2)

## INTRODUCTION

Human-Computer Interaction research, practice, and teaching are performed by a variety of academics and practitioners who represent a variety of disciplines. Some of the advantages of the diversity of backgrounds, perspectives, and approaches include the potential for triangulation in research and practice; integration of a variety of ideas and expertise in the process of systems design, development, deployment, and utilization; and the chance to build a very large community and set of resources from those developed by each discipline, organization, and association.

Unfortunately, the variety also presents problems that, if not resolved, can hinder the advancement of knowledge. These problems include differences in terminology, competition for scarce resources (such as membership dues, research contributions, and/or conference attendance), differences in how publications in various outlets are valued, and confusion about the best "home" for students.

Before solutions are suggested, it is important to identify as many problems as possible and take a closer look at them. Later in this position paper, a summary of the problems and their potential solutions is presented.

## THE PROBLEMS & POTENTIAL SOLUTIONS

Each of the potential problem areas identified will now be described in more detail, and potential solutions offered.

### Differences in Terminology

Terminology has caused some confusion and problems. Grudin (2005, 1993) reveals that even basic terms such as "users" and "implementation" differ among disciplines. To a person in MIS, the home discipline of AIS' SIGHCI, users could include managers who may never touch a keyboard but use the results from printed or screen output. In contrast, the classic CHI perspective would limit the term to apply only to the person who has direct interaction with a computer. Likewise, for MIS researchers, implementation is a stage of deployment of code that is either packaged or custom-coded. In contrast, Grudin reports that CHI researchers would consider implementation to be the process of coding (as in "implementing" an algorithm). Grudin offers a long list of other major terms as further examples: task, application, system, and evaluation. Such differences in major terms present difficulties in communication among disciplines.

The terminology problem is not to be taken lightly. Publications will either be inconsistent with the treatment in the home discipline of the researcher, or with other papers in the same publication. Practitioners will encounter confusion as they try to describe or coordinate their activities. In general, the terminology problem may prevent cross-fertilization of research ideas and results, and widen the disciplinary gaps.

We suggest that such differences in terminology be acknowledged by authors in publications, and an inventory of troublesome terms be documented, defined and made available to all parties. Perhaps some notation such as a symbol can be used to flag which version of a term is in use, such as "user<sup>1</sup>" or "implementation<sup>\*</sup>" with an accompanying glossary.

### Competition for Scarce Resources

These days we are faced with more new journals and conferences than ever, and we face a staggering array of resources for researchers. While increased communication by itself would not be expected to have any ill effects, there is a

natural limitation in the amount of resources that members can devote on a continuous basis.

Examples help to illustrate the problem. Multiple special interest groups in multiple associations demand dues payments and stretch our limited attention. Multiple journals in each discipline present difficulties in making a final choice for an outlet. The large number of tracks in contemporary conferences and trade shows make it difficult to decide which sessions to attend. Multiply this problem with a large number of such events, and again by several disciplines, and the problem can grow exponentially.

One way to solve this problem would be to provide a singular “filter” to evaluate the opportunities. It would serve as a quality and content signal, and would require an organized “federation” composed of the various disciplines. Such a federation could simultaneously seek to solve terminology difficulties and prioritize the opportunities based on the goals of the attendee or contributor. Its role would be evaluative rather than controlling.

### Disparities in the Value of Research Outlets

Widely varying evaluations of journal outlets seem to reveal alarmingly different value systems in universities and firms. Disciplinary differences compound the problem.

Such variation grows beyond journal and conference titles. Some researchers in HCI consider an entire category—journals—“largely irrelevant” (Grudin, 2005) while conferences are valued. In contrast, MIS researchers revere journal publications and discount conference proceedings even with rigorous acceptance rates.

Disparities in valuing outlets will lead to confusion about what to read and where to contribute original work. It will ultimately limit our ability to provide a consistent and coherent theme throughout our work.

The solution, again, is to organize the variety of disciplines into a more cohesive whole, expanding the notion of a filter presented above. The relative value of conferences versus journals should be discussed and negotiated explicitly.

### Where Should be the “Home” for HCI Majors

As an additional concern, academic institutions have the need to choose among several alternatives to locate the “home” for majors in the new federated structure.

Current obvious candidates for housing HCI majors include computer science, information science, psychology, and business administration. A persuasive argument can be made for each alternative.

Computer science researchers have a long tradition of working in HCI. Their capabilities include being able to build systems and analyze their efficacy. Their powerful technical context allows them not only to imagine a host of possible

approaches, but also to implement them (in both the coding and deployment sense of the word).

Information scientists have as their core concern the information content of a system. Their value system dictates that the goal is to provide information that meets a variety of criteria needed for a human consumer. Cognitive elements are of paramount concern, as user understanding is a large part of any usability formula.

Psychologists bring to the table theoretical and practical models to explain behavior that has roots in both cognition and affect. The age of the field itself, along with rich resources from many sub-fields provides perhaps the richest literature resource.

Researchers in Business Administration provide an organizational context that enriches our understanding of the user’s task. Without this understanding, an enormous amount of resources can be spent on projects that are unnecessary or otherwise unimportant. The business sub-field called “Management Information Systems” provides an important organizational context for housing the central concepts of project management, requirements determination, and systems analysis.

Which is the proper home? It is our belief that there is not one singular home for the field, as it is too large to be captured in its entirety. We believe that the solution is for each program to clarify its own particular focus, and to be subjected to a market test as students filter into the various programs. The important adjustment here is to provide transparency in the bias of each program, in accordance with the resources offered by each. This approach also allows programs to be multidisciplinary in nature, providing new opportunities to study, for example, psychological issues along with business context, as has been done by Davis and colleagues (Davis, 1989; Venkatash, 2003).

### Synthesis

Table 1 summarizes our tentative list of problems and solutions.

Problem	Proposed Solution
Differences in Terminology	Inventory of terms and symbolism for identification of meaning
Competition for Scarce Resources	Federation of HCI to provide filtration and prioritization
Confusion in Publication Outlets	Federation of HCI to provide filtration and prioritization
Unclear “home” for the field	Rather than try to move programs, provide greater transparency (reveal biases)

Table 1. Tentative List of Problems and Solutions

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# **Special Interest Group on Human-Computer Interaction**

<http://melody.syr.edu/hci>

## **AN INTRODUCTION**

**7/2001- 12/2004**

**SIGHCI Officers**

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# INTRODUCTION TO AIS SIGHCI

(<http://melody.syr.edu/hci>)

SIGHCI is the Special Interest Group on Human-Computer Interaction affiliated with the Association for Information Systems (AIS). Ping Zhang and Fiona Fui-Hoon Nah prepared a proposal that was approved by the AIS council in Spring 2001. SIGHCI was one of the first six SIGs announced in ISWORLD in July 2001.

## 1. MISSION & TOPICS

SIGHCI provides a forum for AIS members to discuss, develop, and promote a range of issues related to the history, reference disciplines, theories, practice, methodologies and techniques, new developments, and applications of the interaction between humans, information, technologies, and tasks, especially in the business, managerial, organizational, and cultural contexts.

SIGHCI's mission is twofold:

- To facilitate the exchange, development, communication, and dissemination of information among AIS members;
- To promote research related to human-computer interaction within business, managerial, and organizational contexts among AIS members and to the larger community of practitioners and scholars.

Possible topics include, but are not limited to, the following:

- The behavioral, cognitive, motivational, and affective aspects of human/technology interaction
- User task analysis and modeling
- Digital documents/genres and human information seeking behavior
- User interface design and evaluation for B2B, B2C, C2C commerce, mobile commerce, e-marketplace and supply chain management, group collaboration, negotiation and auction, enterprise systems, intranets, and extranets
- Integrated and/or innovative approaches, guidelines, and standards for analysis, design, and development of interactive devices and systems
- Design of computer interfaces for single-user or collaborative decision support, including design of standard computer interfaces, as well as design for small-screen mobile devices and pervasive computing
- Development and applications of multi-dimensional information visualizations

- Usability engineering metrics and methods for user interface assessment and evaluation
- Usability studies for end-user computing in work or non-work environment, especially in the Internet era
- Information technology acceptance and diffusion issues from cognitive, affective, motivational, cultural, and user interface design perspectives
- The impact of interfaces/information technology on attitudes, behavior, performance, perception, and productivity
- Issues in software learning and training, including perceptual, cognitive, and motivational aspects of learning
- Gender and technology
- Issues (such as accessibility) related to the elderly, young, and special needs populations
- Issues in teaching HCI courses

## 2. GOVERNANCE & OFFICERS

During the initial stage of establishment (July 2001 to December 2003), the chair and executive vice chair governed SIGHCI with the assistance of the other officers and under the guidance of the advisory board. The bylaws, approved by AIS council in December 2003, guide the operation of SIGHCI starting January 2004. The following is the first SIGHCI office and the appointment duration. The second (new) office follows and is in place since July 2004.

### First SIGHCI Office (July 2001-June 2004)

#### Advisory Board (formed 10/02)

Izak Benbasat, UBC (10/02-6/04)  
Jane Carey, ASU, West (10/02-6/04)  
Fred Davis, U. Arkansas (10/02-6/04)  
Dennis Galletta, U. Pittsburgh (10/02-6/04)  
Sirkka Jarvenpaa, U. Texas, Austin (6/03-6/04)  
Diane Strong, WPI (10/02-6/04)

#### Chair

Ping Zhang, Syracuse U. (7/01-6/04)

#### Executive Vice Chair & Secretary

Fiona Fui-Hoon Nah, Nebraska-Lincoln (7/01-6/04)

#### Treasurer

Diana Gant, Syracuse U. (1/03-1/04)

#### Vice Chair for Conference Planning

Scott McCoy, College. William & Mary (7/03-6/04)

#### Vice Chair for Membership

Tom Roberts, Kansas U. (8/03-6/04)

#### Vice Chair for Research Resources

Richard Downing, Rockhurst U. (6/03-6/04)

#### Vice Chair for Teaching Resources

Jinwoo Kim, Yonsei U. (6/03-6/04)

#### Newsletter Editor

Na (Lina) Li, Syracuse U. (5/03-6/04)

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## Second SIGHCI Office (July 2004-June 2005)

### Advisory Board

Izak Benbasat, UBC  
Jane Carey, ASU, West  
Fred Davis, U. Arkansas  
Dennis Galletta, U. Pittsburgh  
Sirkka Jarvenpaa, U. Texas, Austin  
Diane Strong, WPI  
Jane Webster, Queen's U.

### Chair

Fiona Fui-Hoon Nah, Nebraska-Lincoln

### Past Chair

Ping Zhang, Syracuse U.

### Chair-Elect

Scott McCoy, College of William & Mary

### Conference Planning Chair

Mun Yi, U. South Carolina

### Conference Planning Chair-Elect

Andrea Houston, Louisiana State U.

### Secretary and Treasurer

Matt Germonprez, Case Western Reserve U.

### Vice Chair for Membership

Tom Roberts, Kansas U.

### Vice Chair for Research Resources

Richard Downing, Rockhurst U.

### Vice Chair for Teaching Resources

Jinwoo Kim, Yonsei U.

### Newsletter Editor

Na (Lina) Li, Syracuse U.

### Webmaster

Gilbert Karuga, Kansas U.

### Listserv Manager

Ping Zhang, Syracuse U.

## 3. ACTIVITIES & ACCOMPLISHMENTS

Since its inception in July 2001, SIGHCI has undergone significant and steady development, which is made possible by the collaborative efforts of many individuals – specifically, the guidance and support from a number of senior MIS scholars, the high level of interest and support from enthusiastic SIG members, and the hard work of the organizing team. In this limited space, we report a condensed version of some activities and accomplishments (up to December 2004).

### 3.1. Identity and Community Building

In the proposal for establishing SIGHCI, we stated that one of the motivations for establishing the SIG on HCI within AIS was to build a community of scholars who can share common interests and appreciate each other's work. Our membership has grown rapidly over a period of two years (AIS opened the SIG memberships in 2002). Here is a series of snapshots of the membership data over the years: 64 by Nov. 2002, 73 by Feb. 2003, 186 by June 2003, 292 by May 2004, and 352 by Nov. 2004. Members represent academic (faculty and doctoral

students) and a variety of industry and service sectors. The membership has a global impact representing over 30 countries and six continents. Our discussion listserv is open to non-members as well and has 430+ subscribers (as of Dec. 2004) from all over the world.

### 3.2. Communications and Outreach

In order to promote the awareness of SIGHCI, to extend the identity and reputation of SIGHCI, and to promote dialogs with the MIS community and other related external parties, four levels of communications have been rigorously designed and implemented: SIG-wide communication, promotion of HCI in the MIS community, dialog with other HCI associations, and connections with industry.

(i) Establish SIG-wide communication on areas of mutual interests including research, teaching, community building, and other related discussions. This includes providing specific services such as website, listserv, newsletters, member directory, and conference meetings. The rest of the report provides more details on these services.

(ii) Promote HCI as an important sub-discipline within the MIS discipline. Specific methods are conference minitracks, tracks, panels, tutorials, and workshops at all major AIS regional and international conferences such as AMCIS, PACIS, ECIS, and ICIS, and theme articles and journal special issues in top ranked IS journals. Details of these events are presented later.

(iii) Dialog with other global HCI associations and communities. Efforts include (1) sending information about SIGHCI to related listservs, organizations, websites, magazines, etc., (2) helping disseminate information about other related associations to our members via SIGHCI newsletters, website, and listserv, (3) publishing special issues in journals that have high visibility to these associations (such as IJHCS – International Journal of Human Computer Studies, BIT – Behaviour & Information Technology, IJHCI – International Journal of Human Computer Interaction, whose readership includes the ACM SIGCHI community and Human Factors and Ergonomics community), and (4) organizing panels that involve people from closely related disciplines (e.g., the panel on “Finding Common Ground on HCI Research in Multiple Disciplines” at the 2<sup>nd</sup> pre-ICIS workshop in 2003). One of the goals of the Common Ground panel at the 2<sup>nd</sup> workshop was to establish a greater level of communication with other associations and disciplines to develop greater synergy. Panelists represented a variety of views from different disciplines and associations including Psychology, Information Science, Computer Science, SIGCHI, Information Systems in an Engineering school, and MIS in B-Schools.



(iv) Establish connection with people in the industry. A number of measures have been set to achieve this goal. (1) The "Industry Voice" section in our newsletter has published several voices in the past newsletter issues. (2) The second panel at the 2<sup>nd</sup> annual workshop in 2003 strived to bridge academia and industry research interests in HCI where academia and industry people share their views and perspectives, and explore collaboration opportunities. (3) The workshops and minitrack/tracks have benefited from the industry's perspectives by having reviewers from the industry.

### 3.3. SIGHCI Sponsored Conferences/Meetings

SIGHCI has been participating in two main conferences on a regular basis, AMCIS (Americas Conferences on Information Systems) and ICIS (International Conferences on Information Systems), both of which are organized and sponsored by AIS. The characteristics of these SIGHCI-organized meetings are consistent with those of AMCIS and ICIS. At AMCIS, the HCI track facilitates broad participation, and strives to be encouraging and inclusive; thus it has a relatively lenient acceptance rate around 67%. At pre-ICIS workshops, we solicit rigorous research studies that are theoretically sound and methodologically solid, thus the acceptance rate is much lower. So far, these meetings included peer reviewed research papers, panel debates/discussions, tutorials, and invited speakers. Starting from 2003, the pre-ICIS HCI workshops award one best paper and one best reviewer at each meeting. Starting from 2005, SIGHCI organizes a HCI track at the Pacific Asia Conferences on Information Systems (PACIS), and starting from 2006, a HCI track at European Conference on Information Systems (ECIS). Thus SIGHCI covers all the three regional conferences of AIS: AMCIS, PACIS, and ECIS. Besides the pre-ICIS workshops, a number of HCI track at ICIS is being planned. Table 1 summarizes the conferences/meetings that have happened so far.

<b>Table 1. Summary of Meetings</b>	
<b>AMCIS 2002, Dallas, TX</b>	
Format	Minitrack (2nd largest at AMCIS)
Chairs	Zhang, Nah, S. Davis
# Submissions	27
# Accepted	18
Acceptance Rate	67%
# of Final Sessions	6
Special event	1 Panel
<b>AMCIS 2003, Tampa, FL.</b>	
Format	Minitrack (largest)
Chairs	Nah, Zhang
# Submissions	40
# Accepted	24 regulars, 3 round tables
Acceptance Rate	68%

<b>Table 1. Summary of Meetings</b>	
# of Final Sessions	10
Special event(s)	1 panel, 1 round table
<b>AMCIS 2004, New York City, NY</b>	
Format	Track with 7 minitracks
Chairs	McCoy, Nah, Zhang
Acceptance Rate	~67% as required by AMCIS
# of Final Sessions	16
Special events	1 tutorial, business meeting
<b>Pre-ICIS 2002, Barcelona, Spain</b>	
Format	Workshop (1 day)
Chair	Zhang
Program Chairs	Nah, S. Davis
Local Committee	Juristo, Ferre
Advisors	Benbasat, Carey, F. Davis, Galletta, Strong, Whinston
# Program Committee (PC)	25
# Submissions	16
# Accepted	8
Acceptance Rate	50%
# Participants	42
Special event	4 invited presentations
<b>Pre-ICIS 2003, Seattle, WA</b>	
Format	Workshop (2 days)
Chairs	Zhang, Lazar, McCoy
Program Chair	Nah
Local Committee	Hess, Jeff Kim
Advisors	Benbasat, F. Davis, Galletta, Jarvenpaa, Webster, Zwass
# PC/reviewers	60
# Submissions	42
# Accepted	17
Acceptance Rate	40%
# Participants	80
Special events	1 best paper award, 1 best reviewer award, 2 panels, 1 reception, SIG executive meeting
<b>Pre-ICIS 2004, Washington, DC</b>	
Format	Workshop (2 days)
Chairs	McCoy, Hess
Program Chairs	Nah, Yi, Houston
Local Committee	Everard, Jones
Advisors	Benbasat, Carey, Galletta, Jarvenpaa, Zhang, Zwass
# PC/reviewers	88
# Submissions	28
# Accepted	17

Acceptance Rate	61%
# Participants	85
Special events	1 best paper award, 1 best reviewer award, 1 panel on publishing HCI research in top MIS journals, 1 reception

### 3.4. Special Issues of Refereed Academic Journals

To date, SIGHCI has sponsored six special issues of top MIS and HCI academic journals based on expansions of the best complete research papers from six SIGHCI sponsored meetings. We hope to make this a tradition for all SIGHCI meetings. Table 2 is a list of the journals and special issues generated since the first SIGHCI meeting in 2002.

Journal	Based on	Editors	Status
IJHCS	AMCIS 2002	Zhang, Dillon	Oct. 2003
BIT	AMCIS 2003	Zhang, Nah, Preece	May-June, 2004
IJHCI	AMCIS 2004	Nah, Zhang, McCoy	In progress
JAIS	Pre-ICIS 2002	Benbasat, Jarvenpaa, Zhang	Jan. & March, 2004
JMIS	Pre-ICIS 2003	Benbasat, Zhang, Nah	In progress
JAIS	Pre-ICIS 2004		Planning

### 3.5. HCI Panels, Round Table, Tutorial and Papers

SIGHCI has organized five panels, one round table, and one tutorial at the six meetings. Table 3 summarizes the events, chairs (underlined) and corresponding papers generated (marked with \*).

Event		Key Participants
Panel: "The Role of HCI Research in the MIS Discipline" *	AMCIS 2002	<u>Zhang</u> , Benbasat, Carey, F. Davis, Galletta, Strong
Panel: "The Role of HCI in the IS Curricula" **	AMCIS 2003	<u>Carey</u> , Galletta, Kim, Te'eni, Wildermuth, Zhang
Round Table for doctoral papers	AMCIS 2003	<u>F. Davis</u> , Guo, Sun, Zhou
Tutorial: "Integrating HCI Development into SDLC: A	AMCIS 2004	<u>Zhang</u> , Carey, Te'eni, Tremaine

Event		Key Participants
Methodology" ***		
Panel: "HCI Research Transfer to Practice: Better Together"	Pre-ICIS 2003	<u>Czerwinski</u> , Ratner, Benbasat, Santhanam, Todd
Panel: "Finding Common Ground Among HCI Reference Disciplines"	Pre-ICIS 2003	<u>Galletta</u> , Lazar, Olson, Te'eni, Tremaine, Webster
Panel: "Publishing HCI Research in IS Journals"	Pre-ICIS 2004	<u>Galletta</u> , Kemerer (ISR), Weber (MISQ), Zwass (JMIS)
* Published in CAIS 02; ** Published in CAIS 04; *** Under review at CAIS		

### 3.6. Establishment of the Bylaws

The Bylaws of AIS SIGHCI were developed during Fall 2003. They were approved by the SIGHCI advisory board and the SIGHCI officers on December 12, 2003, and approved by the AIS council on December 17, 2003. They became effective January 2004.

### 3.7. First Election of SIGHCI

Dennis Galletta and Jane Carey were appointed as the nominating/election committee by SIGHCI Chair Ping Zhang to help administer the first SIGHCI election for the positions of SIG Chair-Elect, Conference Planning Chair, and Conference Planning Chair-Elect. The election was completed in time for the new SIGHCI office to take effect on July 1, 2004. Vice-Chair Fiona Nah becomes the Chair for the new term. The Chair-Elect this year will be Chair for the next term. The new office (July 1, 2004–June 30, 2005) is listed in Section 2.

## 4. SERVICES TO MEMBERS & COMMUNITIES

### 4.1. SIGHCI Website (<http://melody.syr.edu/hci>)

Created on 10/15/2001 by Ping Zhang, the website is the hub for information related to SIGHCI. It is updated frequently to reflect timely information that may be of interest to SIG members, scholars and practitioners at large. One can find information about every aspect of SIGHCI, including the mission, bylaws, membership, listserv, conferences, news, photo gallery, HCI related journals, research resources, teaching resources, other HCI associations, and SIG officers and contacts.

### 4.2. Listserv

Established in July 2001 at Syracuse University, the list is used for SIGHCI members and other interested people to exchange information and discuss interesting issues.

An archive of past postings was set up in January 2002. A policy of list use was established in December 2002 by Ping Zhang and Fiona Nah, and is available from the listserv page.

#### 4.3. Member Directory

The AIS SIGHCI Member Directory contains members' contact information, academic record, teaching interests, research interests, on-going projects and publications. It is meant for members to get to know one another, exchange common interests in teaching and research, and to find possible collaborators. Murali Mohan Katna Munuswamy, a graduate student in Information Management major at School of Information Studies, Syracuse University, implemented the first directory under the supervision of Ping Zhang. It had been available online since 12/4/2002. A team under the supervision of VC for Membership, Tom Roberts, has developed the 2nd version of the member directory that has been running since June 2004

#### 4.4. Newsletters

The 1<sup>st</sup> newsletter (v1n1) was published in November 2002 and was designed by Ping Zhang. Na (Lina) Li was appointed as the newsletter editor in May 2003 and edited the 2<sup>nd</sup> newsletter (v2n1) in July 2003, the 3<sup>rd</sup> (v2n2) in November 2003, 4<sup>th</sup> (v3n1) in July 2004, and 5<sup>th</sup> in November 2004. There are two newsletter issues in each year/volume, published in July (before AMCIS in August) and November (before ICIS in December) respectively. Starting from the July 2004 issue (v3n1), a new section is created to publish short essays/opinions/research studies. These papers will be editorial reviewed. Newsletter items should be sent to the newsletter editor by early June for the July/no.1 issue and early October for the November/no.2 issue. All newsletters are available online at the SIGHCI website free of charge.

#### 4.5. Photo Gallery

To preserve the excitement and memory of SIGHCI activities (including meetings and other social events), this gallery website collects and stores the true moments captured by SIGHCI members. Ping Zhang set up the gallery on 9/28/2002 and edited photo pages for AMCIS 02, 03, and pre-ICIS 02. Traci Hess from Washington State University contributed to the organization of the gallery pages for the pre-ICIS 03 workshop.

#### 4.6. Research Resources Website

Rick Downing, VC for Research, launched the website on 7/15/2003. The website provides information on Internet resources, relevant conferences, research

centers, funding sources, SIG sponsored journal issues and papers, HCI journals, and other HCI associations.

#### 4.7. Teaching Resources Website

Jinwoo Kim, VC for Teaching, announced the website of teaching resources on 1/13/2004. It includes syllabi, cases project materials, textbooks, and other related teaching materials. It also has a search function to facilitate easy retrieval of information from the website.

### 5. FINANCIAL MATTERS

AIS office maintains all accounting information of SIGHCI. The main incomes and expenses are listed in Table 4. Over the last three years and up to April 2004, SIGHCI has made a surplus of \$7,656. We are grateful to our sponsors, Syracuse University School of Information Studies and University of Washington Information School for the last two workshops.

	Yr 1	Yr 2	Yr 3	Total
	7/01-4/02	5/02-4/03	5/03-4/04	
<b>Income</b>				
Startup Fund	4,000			<b>4,000</b>
Membership		1,528	1,920	<b>3,448</b>
Workshop Regis.		3,175	9,315	<b>12,490</b>
Sponsorship		4,154	2,000	<b>6,154</b>
<b>Expenses</b>				
Newsletters		591	2,246	<b>2,837</b>
Workshop Cost		7,071	7,964	<b>15,034</b>
Workshop Regis. Fee		250	315	<b>565</b>
<b>Balance</b>	<b>4,000</b>	<b>945</b>	<b>2,711</b>	<b>7,656</b>

### 6. LOOKING FORWARD

It has been exciting and rewarding years since the inception of SIGHCI. On behalf of the entire SIGHCI office, we want to thank everyone who contributed to SIGHCI in various ways. SIGHCI would not be where it is now without the advisors' strong support and guidance, officers' creative and diligent work, members' enthusiastic reaction and participation, AIS office's cooperation and support, journal editors' strong beliefs in us, many individuals' candid assistance in reviewing, sponsoring, and several other capacities.

SIGHCI is well on its way to be a great intellectual forum for scholars with broad interest in human interaction with technologies. We firmly believe that SIGHCI will be even better and more exciting in the future. We enthusiastically call more people to join us and play important roles in SIGHCI related activities and events.

The transitions in the business and government workplace over the last four years have seen a growing need for qualified students entering the workplace. This is especially true for those students coming out of human factors programs. In an effort to ensure that the flow of student graduates (particularly those with an MS) into the marketplace, CHI-Atlanta recently designated a university liaison for the city's university programs.

The need for this university liaison is due to the increasing sophistication of the workplace. This has often meant that current graduates are finding it difficult to find a place in the growing demands of the job market. A fundamental problem is that former graduates are finding that current graduates often lack the skills and understanding of the current workplace. For many professionals in CHI-Atlanta, too many jobs go begging. Why:

- Applicants cannot “speak” the language common to the business world
- Job seekers lack in-depth understanding of the User Centered Design Process
- Graduates do not know about the diversity of job opportunities and deliverables associated with each position

For those out in the field trying to employ junior members of their team:

- It is hard to advance when junior positions are not being filled
- Applicants now graduating from the same program are not being offered positions
- Recent graduates are turning to CHI-Atlanta members for guidance in shaping their resumes and/or learning the skills needed to fill positions

The change has come with the growth and shift in job requirements that require a thorough knowledge of user centered design as well as a background in usability.

As the recent Program Chair (6 years) for CHI-Atlanta, I was hearing too many comments from colleagues that “we cannot find qualified graduates to hire.” So, in my capacity as the university liaison for CHI-Atlanta, I am working with our organization to help bridge this gap. We are planning to share with our local universities our experiences, provide input on the needs of the marketplace, and help provide insight into the job requirements for current and emerging positions.

This cross-cutting effort begins with the recognition that usability engineers in the workplace are not going away nor are core usability testing positions. Newly emerging positions, however, require an understanding of usability principles, but they also need practical experience with User Center Design, work with multi-disciplinary teams, an understanding of consultative services, environments, and core deliverables.

Why the change? Positions have and will continue to morph into themes such as User Experience Engineers, User Interface Architects, and so forth as the complexity of projects increase. Many technology projects are built overseas, but designed in the United States. In addition, the initial use of the term Information Architect has shifted as Library Science programs are graduating students concerned with the structure of information in complex content management and knowledge management systems. Thus, the competitive landscape has grown and the marketplace is requiring more and more skills of its job seekers.

In early February, CHI-Atlanta will host a program for graduate students at Georgia Tech in the Human Computer Interaction and Information Design and Technology programs. This workshop will be led by former graduates who work across industries and who often have unfilled the positions. The focus of the program is to highlight what students will need to know for the marketplace including types of job postings, the work processes and associated deliverables, the role User Centered Design, and the way to talk about their university training for the marketplace.

It is through this effort of CHI-A and graduates of local university programs that we hope to help students fill the positions in the Atlanta marketplace. During the workshop, I hope to bring our insights from the Atlanta experience into the overall discussion.

# Creating a UX Profession

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## ABSTRACT

Current aspirations to coordinate the UX community should be complemented by a coordinated series of professional initiatives to raise the status of the UX profession so that it can take its rightful role at the heart of the development process.

## Author Keywords

UX, usability, profession, international.

## ACM Classification Keywords

K.7.2. The computer profession: organizations.

## INTRODUCTION

Despite compelling evidence of the benefits of employing user centered design methods to produce more usable products [2] most development activity still does not use these methods consistently, with the result that most interactive systems are unnecessarily difficult to use. Surveys have shown that a staggeringly high percentage of big development projects fail or are only partially successful [6]. In a study of 15 large commercial sites, users could only find information 42% of the time even though they were taken to the correct home page before they were given the test tasks [5].

Relatively simple user-centered techniques could provide major benefits, but they are most often used too little and too late.

A series of specialist professions have emerged to help meet the demand for user centered contributions to development: ergonomics, human factors, usability, information architecture, information design, interaction design, user experience, etc. Although originating from different professional traditions, they all share a common goal of helping produce design solutions that meet real user needs.

This presents a challenge: how can we both support the needs of individuals who identify with multiple closely-

related and overlapping professions, and at the same time reap the benefits of a strong multidisciplinary profession?

One challenge for the Development Consortium is how professional organizations can coordinate their activities in a way that better supports the needs of their members.

But the organizations also need to collaborate to have a more effective voice in raising the status and visibility of the UX professions. This paper considers the challenge of how one could move towards a strong internationally respected professional organization that takes the lead in representing and championing the role of UX professions so that they can take their rightful role at the heart of the development process.

This would increase the motivation and incentive for the constituent professional organizations and their members to collaborate through UXnet to achieve common goals.

## A PLAN OF ACTION

A starting point would be to compile a comprehensive audit of the current status and role of UX in every form of professional activity, to identify what would need to be done to give UX the same status as established professions. Each discrepancy could be analyzed to identify short- and longer-term initiatives that would help close the gap and gain greater respect and influence for UX professionals.

There are two complementary areas of activity:

- to formalize user centered knowledge and techniques to provide a firm foundation for the UX profession, and
- to incorporate user experience as an integral part of other relevant professional activities.

## FORMALIZING USER EXPERIENCE KNOWLEDGE

There is currently little consensus on what constitutes established good professional practice in UX. Educators and practitioners are mainly dependent on personal experience and their selection of textbooks. One of the reasons that the initiative for professional accreditation of usability failed [1] was because of the perception that usability is still more an art than a science. The UPA is now sponsoring the first steps towards a usability body of knowledge and curriculum [8] to help fill this gap.

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There has been more success in the area of international standards in the field of usability, with a series of respected standards (ISO 9241, ISO 13407, ISO 18529 etc.).

But ironically documenting this knowledge in the form of expensive international standards has limited its distribution and influence in an age when information is expected to be freely available over the Internet. The established basic principles in the standards need to be extended and translated into more practical methods and techniques.

### INTEGRATION WITH OTHER PROFESSIONS

The existing standards and principles together with an emerging body of knowledge will help strengthen some of the existing UX professions, but are largely inaccessible to more traditional design and development professions that have different priorities, terminologies and professional frameworks. This presents the biggest challenge: to integrate UX knowledge, methods and techniques at all levels in fields such as computer science, software and web development, design, quality, procurement etc. This will involve a lengthy process of revising and extending existing textbooks, syllabuses, training courses, codes of practice, standards, etc.

There has been a start in some areas: for example the new ISO 15288 standard for systems development now incorporates user centered activities (unlike its predecessor for software development). This is not an easy area to work in: it needs multi-skilled individuals who are as confident and respected in the traditional domain as they are in the UX field.

### DEMAND A GOOD USER EXPERIENCE

Traditional professions need pull as well as push: both customers and users need to demand easier to use systems that provide a user experience better matched to their needs. Fortunately ease-of-use is now widely recognized as a desirable characteristic of systems intended for use by the general public. Curiously this enlightenment has not reached many of those responsible for developing big professional systems. Despite coherent accounts of the major economic benefits [e.g. 4] entrenched IT departments continue to turn out systems that have had little effective user involvement.

The UPA is in the process of organizing a World Usability Day as one contribution to raising awareness.

Another important target is to provide major commercial, military and government purchasing organizations with a practical way to include user experience requirements in their tenders: developers will only provide what the customer asks for. The Common Industry Format is one small step in this direction [3].

### MOBILIZING SUPPORT

The emerging UXnet organization could provide the infrastructure, coordination and vision to mobilize

volunteers to work on a range of initiatives. This should build on the initiatives of existing UX professional bodies.

It would primarily be a voluntary professional activity, but professional initiatives are notoriously difficult to manage. Similar initiatives in the past [e.g. 7] have failed to make progress for the lack of a supporting infrastructure. Key success factors are:

- Each initiative should be led by a committed enthusiast, with support from a small team of volunteers.
- A loose management framework could be recommended to sustain progress: for example an agreed work plan with deliverables and monthly telephone meetings to maintain progress.
- An infrastructure to monitor project progress and ensure that another member of the team steps in if the leader is unable to devote enough time and energy.

UXnet could initially motivate and coordinate a series of initiatives sponsored by its constituent organizations, unless and until it has the resources to launch and manage its own projects.

### WORKING INTERNATIONALLY

It is important to harness the enthusiasm of the rapidly growing international UX community. The benefits would be:

- To significantly increase the number of available volunteers.
- Have parallel work each addressing a different national audience, but sharing experience.
- To invigorate the work with the insights from different national cultures.

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# Why CHI Fragmented

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## ABSTRACT

I have been active in SIGCHI since 1983, serving on the Executive Committee and many conference and program committees. After editing *ACM TOCHI* for six years, I explored the history of CHI and related fields. The “conference-centered” model unique to U.S. computer science, wherein little published research reaches journals, and uncertainty regarding HCI’s academic niche have created an unusual situation. I propose some paths forward.

## Categories and Subject Descriptors

H5.m. Information interfaces and presentation (e.g., HCI): Miscellaneous.

## Keywords

conference, journal, research, practice, design, development

## INTRODUCTION

By 1988, six years after SIGCHI formed and five years after its first conference, today’s organization and conference structure were largely in place, managed by members many of whom are still active. By 1988 SIGCHI had sponsored Hypertext, UIST and CSCW conferences, beginning the dispersion of related research into what are now dozens of conferences. Annual conferences in other mature fields focus on community maintenance, attracting people from sub-specializations and related fields. Examples are AAA, APA, ASA, AOM and HFES in anthropology, psychology, sociology, management and human factors. Major CHI-sponsored conferences have instead followed the norm of U.S. computer science, emphasizing quality. An inadvertent consequence is a centrifugal effect: Smaller conferences are ‘spun off’ or conditions for their establishment and success are created, and participation by people in related fields is obstructed.

## CONSEQUENCES OF A QUALITY ASSESSMENT ROLE

Books are the evidence of quality work in the humanities. Journals have this role in the sciences, including European computer science. U.S. computer science uniquely considers conferences to be the final repository for most research [1, 2]. Reasons for this are discussed below, but more significant are the far-reaching consequences.

In journal-centered fields, conferences represent work in progress toward journal publication. Higher acceptance rates enable participation by researchers from other disciplines, students, and practitioners who do not aim for journal publication. In contrast, CHI researchers want academic review committees to consider our major conference papers alongside journal articles. To achieve the polished quality needed to make a case for this led to 15%-25% acceptance rates. This is a barrier to participation for researchers in other fields: If they submit work-in-progress as they do to their conferences it will be rejected, and they may be reluctant to put effort into polishing conference papers that earn little credit in their discipline. High rejection rates also push people out. Because few papers in any one specialization are accepted, only specialized conferences can provide a broad view of current activity in an area. Many rejected submissions to CHI and other major conferences are salvageable, so hundreds of papers are available for such specialized conferences, which often have a more inclusive, warmer atmosphere. Practitioners not inclined to achieve the polish desired by a tenure committee look elsewhere. Two-thirds of CHI’83 papers were from industry. Today, 80% of CHI papers have an academic first author, and 90% have an academic author.

Recognizing that the academic credentialing role conflicts with community-building and practitioner inclusion, CHI developed alternative venues, such as demos and lab overviews. However, concern about the reputation of the conference results in these venues also being highly selective. They are often screened by academics. And many practitioners *want* to participate by presenting papers.

## A SHIFTING ACADEMIC NICHE

In 1983, CHI mainly comprised experimental psychologists hired by technology companies to address newly emerging commercial interactive systems. A decade later, many of the first wave returned to academia from industry. Few joined psychology or cognitive science departments, which never widely embraced human-computer interaction. HCI established a foothold in computer science, but in many traditional departments it remains marginalized. Today many HCI researchers are moving to schools of information science or informatics.

Throughout, CHI researchers have sought acceptance as a science. Sciences do not publish applied papers in their top journals. CHI could thus not accept practitioner papers in



conferences argued to be of academic caliber. This, and the need to establish a unique identity, has led CHI to exclude work from related fields such as design, human factors & ergonomics, information systems, and marketing.

### ASSESSING THE CENTRIFUGAL STRESS

It is important to emphasize how strongly CHI differs from other umbrella conferences, and how great is the force that drives out anything not considered part of a somewhat elusive “science of human-computer interaction.” Major conferences in related fields attract people with large trade shows, timing that aligns with academic recruiting, and acceptance rates around 50%-75%. In these fields conferences have no significant standing as quality markers. CHI’s drive to establish scientific credentials for our conferences has forced us to eschew a trade show, not emphasize recruiting, hold acceptance rates to 15%-20%, and largely ignore the state of our journals.

Why is U.S. computer science different in this respect? Factors could include these: The high number of conferences. The limited shelf-life of many results, more common in engineering and other applied disciplines than in scientific disciplines, a consequence of Moore’s Law. The recently achieved ability to distribute proceedings at a conference. The willingness of professional societies (ACM, IEEE) to archive proceedings, initially in print form and now digitally. (The lack of such activity in Europe and Asia prevents conferences from attaining the same status.)

Conferences are rapid ways to disseminate information, they are socially rewarding, deadlines can be motivating. The principle drawbacks have been space limitations, which may melt as the advantages of digital proceedings build, and the lack of a serious review and revision cycle. The latter is ultimately a journal’s advantage, but it is clear that our field is inclined to try to inject revision elements into our major conferences rather than return to a journal orientation. We thus need to think about other ways to overcome the centrifugal effect of selective conferences.

First consider some groups that were pushed out. CHI’83 was formally co-sponsored by the Human Factors Society, whose members chaired and populated the program committee and program. CHI was concerned with the lack of scientific status of human factors and within a few years, most members of this journal-oriented field were gone. CSCW’88 included many program committee and program participants from the journal-oriented information systems field. They were soon gone. Recently, an “HCI in MIS” group formed with the explicit intent of bridging to CHI. Their high-acceptance work-in-progress conference sessions do not appeal to CHI researchers; their papers do not get into CHI. Prospects for success are low. A dramatic demonstration of centrifugal force is the migration of research on cognitive engineering and human performance

modeling. Originally significant CHI endeavors, these are now the focus of the largest and most recent technical groups of the Human Factors and Ergonomics Society, led by people active in CHI two decades ago.

I no longer think CHI can open up to emulate the big-tent conferences with a community-building role in other disciplines. Had CHI accepted 60% of submissions, not enough quality work would have remained to create and sustain UIST, CSCW, DIS, Hypertext, Ubicomp, Group, CSCL, CUU, HICSS mini-tracks, HFES technical groups, WWW sessions, UPA, DUX, and so on. Many would be tracks within a large CHI. But CHI followed U.S. CS, not journal-centered fields, and declared conferences archival. The other conferences, many with higher acceptance rates and more participative, warmer settings, now have constituencies. People submit directly to them.

### Proposals

In the mid-1980s, CHI became the responsibility of people in their twenties and thirties, many in industry. A new cohort of that age is evident today. In fact, about 50% of CHI 2004 attendees were students. Much could be said for turning the franchise over to them, but the current leaders, now mostly in academia with grants to obtain and students to place, will not let go any more graciously than did many of the founders who were forced out twenty years ago.

Two thoughts: SIGCHI could propose that organizers of related conferences commit to participate as an experiment in two unified mega-conferences, perhaps in 2008 and 2009. Each would organize its own program and benefit from one central conference committee. Along with ACM conferences, try to attract co-sponsored (e.g., DUX) and non-ACM (e.g., UPA) conferences. A must-attend mega-conference would provide opportunities to sample other disciplines, recruit speakers from them, and organize joint activities. Lower travel expenses would offset the drawback of more session conflicts for those who currently attend several conferences. Overlapped submission and reviewing would create some stress. A commitment to trying it twice would ensure that success would leave time to organize a continuation. Alternatively, ACM might create a new digital library entity, the ‘cleaned-up conference paper’ subject to further reviewing, revision, and extension, which would over time enable the CHI conference to revert to the traditional community-building and maintenance function by accepting far more papers. Otherwise, fragmentation is likely to continue, probably through online developments.

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# The Human Factors and Ergonomics Society Perspective

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## ABSTRACT

We first describe the Human Factors and Ergonomics Society (HFES), then our challenges with respect to meeting the needs of multidisciplinary professionals. We discuss how HFES has tried, as a professional organization, to meet the needs of its diverse members.

## Author Keywords

Human factors, ergonomics, multidisciplinary, professional society

## ACM Classification Keywords

Human factors, ergonomics, design, usability, systems

## INTRODUCTION

The Human Factors and Ergonomics Society (hfes.org) is a professional organization that promotes the discovery and exchange of knowledge about the capabilities and limitations of humans to improve the design of systems and devices. HFES was established in 1957 and since then we have held annual meetings with published proceedings. We publish two scientific journals, and a magazine of human factors applications, books, and have recently started an annual review series. HFES has 22 technical groups, 35 local chapters, and 35 student chapters.

## UNDERSTANDING THE DIVERSE NEEDS OF MULTIDISCIPLINARY PROFESSIONALS

The mission of the Society as stated in our strategic plan is to “serve and represent the members as the premier scientific, engineering, and professional practice organization for the discipline of human factors.” The Society is the meeting place of research, teaching, and practice; knowledge generation, and the application of knowledge. There are both internally focused activities to support the members, as well as externally focused activities (e.g., standards activities, education). HFES members include psychologists, engineers, computer scientists, and are employed in industry, service, government, and education.

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This mission and these members illustrate the diversity of HFES. To serve these individuals is a unique challenge that HFES has faced since its instantiation. This is also the challenge identified in the overview of the CHI 2005 Development Consortium. Namely, how can organizations meet the needs of multidisciplinary professionals and members with different goals? And do so within the constraints of professional organizations and the constraints imposed by legal, liability, and regulatory requirements?

## NEEDS OF MULTIDISCIPLINARY PROFESSIONALS

HFES tries to meet member needs through a variety of mechanisms. We recognize that the annual meeting cannot be all things to all people. We rely on our publications, cosponsorship of other meetings, and organizational structure of student and local chapters, and technical groups to satisfy members' broader professional needs.

## The Annual Meeting

HFES hosts an annual meeting organized both in a top down and bottom up way: at the highest level by the Central Office and the Executive Council, but the technical program is created by the Technical Groups within the conference framework. Part of the value of the conference is that it is like several conferences held simultaneously, thus allowing a broad range of interests to be satisfied (crucial for a profession where one's interests may span different areas). The HFES annual meeting is typically attended by 30-35% of our members, with some fluctuation due to location. To meet the needs of our members the technical program consists of multiple formats such as paper sessions, panels, and poster sessions. We offer “Birds of a Feather” rooms where people with similar interests can have informal discussions. We offer workshops which are intensive tutorials on specific topics such as questionnaire design, usability testing, web site design, cognitive task analysis, and human performance modeling.

## Publications

The quarterly journal *Human Factors*, in its 46<sup>th</sup> volume, publishes original scientific research and review papers. It is highly ranked in terms of its impact factor in this discipline and is a key journal for the academic tenure process. Approximately 12 years ago we added a new publication called *Ergonomics in Design* to provide an

outlet for publishing human factors applications. It has a strong audience within HFES members, but its tone is intended to enable it to serve as an outreach tool to educate those outside the discipline. This “magazine” has proved to be a valuable addition to our publication portfolio.

This past year we approved the creation of a new journal called the *Journal of Cognitive Engineering and Decision Making*. Although publishing is an expensive venture that must be carefully considered, we believe that it is important for organizations to adapt to changing demands of the field.

### Cosponsoring Meetings

Many members of HFES are active members of other professional organizations such as CHI, the American Psychological Association (APA), and the Institute of Industrial Engineers, to name just a few. We have made efforts to sponsor meetings jointly such as the Applied Ergonomics Conference (<http://www.appliedergo.org/>) and the Midyear Meeting of APA’s Division 21 (Applied Experimental and Engineering Psychology) and the HFES Potomac Chapter.

A critical question relating to co-sponsorship of meetings is determining who bears the financial risk or burden of such conferences. We are currently developing a process for co-sponsoring and look forward to discussions in the Development Consortium about experiences in this area.

### Smaller Group Meetings

HFES has local and student chapters which hold regular meetings for networking and professional development. Some chapters host small thematic conferences.

The HFES Technical Groups (Table 1) are organized around domain and methodological areas. Some host smaller intensive meetings periodically. One example is the Interface conferences held in the 1980s as joint conferences of the Consumer Products Technical group and local chapters of the Industrial Design Society of America. These meetings were a victim of their own success and became too large for small groups of volunteers to organize. HFES is pursuing ideas for supporting this type of meeting.

Another more recent example is the upcoming meeting coordinated by members of the Macroergonomics Technical Group (<http://cqp2.engr.wisc.edu/odam2005/>) which is their eighth such meeting in the last 20 years.

### Informal Communications

In addition to face-to-face meetings, HFES hosts list serves for student chapter presidents, local chapter presidents, technical group chairs, and many of the technical groups have also set up list serves and web sites (see [hfes.org](http://hfes.org) for links). These electronic communication methods facilitate interactions among members for the exchange of professional information and research questions.

We also rely on communication of our executive director with executive directors of other organizations. For example, a meeting is planned for the spring of 2005 of a group of chief staff officers of design-related societies. The HFES executive director is also active in the Council of Engineering and Scientific Society Executives and the American Society of Association Executives. Staff networking within related professional/scientific organizations is essential to enhancing opportunities for strategic partnerships and collaboration while maintaining the healthy boundaries that are a reality of a competitive market for association members and their resources.

**Table 1. HFES Technical Groups**

Aerospace Systems	Industrial Ergonomics
Aging	Internet
Cognitive Engineering & Decision Making	Macroergonomics
Communications	Perception and Performance
Computer Systems	Product Design
Education	Safety
Environmental Design	Surface Transportation
Forensics Professional	System Development
Human Performance Modeling	Test and Evaluation
Healthcare Systems	Training
Individual Differences	Virtual Environments

### AUTHOR INFORMATION

Arnold M. Lund is Director of User Experience in Microsoft’s mobile computing division, and has been actively involved in HFES and CHI. He is an HFES Fellow, has been program chair for Computer Systems TG and the Communications TG. He was general co-chair of CHI ’98, founded the Denver chapter of SIGCHI, and has held various posts on the CHI program committee. Lynn Strother is Executive Director of HFES. She is a Certified Association Executive (CAE), a designation administered by the American Society of Association Executives and has served as the President of the Council of Engineering and Scientific Society Executives (CESSE). Wendy A. Rogers is the current HFES President. She has been actively involved in HFES for many years serving as Chair of Student Affairs, Chair of the External Relations Subcouncil, and Member-at-Large of the Executive Council.

### SUMMARY

HFES is multidisciplinary by definition of the field of human factors and ergonomics. Our members work in a range of settings including academia, government laboratories, large corporations, and small businesses. As such, they sometimes have very different individual goals, although as a Society we have common strategic goals and objectives. Our approach has been to be proactive in developing Society activities to meet members’ needs, beyond our annual meeting. We look forward to sharing our ideas with the participants in the development consortium, learning from them about their strategies, and exploring opportunities for collaboration across organizations.

## **Programs and Services of the Human Factors and Ergonomics Society**

### **PUBLICATIONS**

#### **PERIODICALS**

*Human Factors*, the Journal of the Human Factors and Ergonomics Society. Peer-reviewed archival journal, published quarterly. Nancy J. Cooke, Ph.D., editor.

*Ergonomics in Design, the Magazine of Human Factors Applications*. Peer-reviewed applications publication, published quarterly. C. Melody Carswell, Ph.D., editor.

*The Journal of Cognitive Engineering and Decision Making*. A new quarterly journal to be published beginning in 2005. Mica R. Endsley, Ph.D., editor.

*The Human Factors and Ergonomics Society Bulletin*, HFES's monthly newsletter, available via postal mail and on line.

*Human Factors and Ergonomics Society Directory and Yearbook*, published annually

*Annual Review of Human Factors/Ergonomics*, Ray Nickerson, editor. First volume to be published in 2005

#### **BOOKS**

*The Ergonomics of Sound: Selections from HFES Annual Meetings, 1985-2000*, Ellen Haas and Judy Edworthy, Editors

*Humans and Automation: System Design and Research Issues*, by Thomas B. Sheridan (copublished with John Wiley, Inc.)

*Macroergonomics: An Introduction to Work System Design*, by Hal W. Hendrick and Brian M. Kleiner

*Readings in Training and Simulation: A 30-Year Perspective*, by Robert W. Swezey and Dee H. Andrews

*Designing for an Aging Population: Ten Years of Human Factors/Ergonomics Research*, Wendy A. Rogers, editor

*Ergonomics and Musculoskeletal Disorders: Research on Manual Materials Handling, 1983-1996*, edited by Waldemar Karwowski, Michael S. Wogalter, and Patrick J. Dempsey

*Anthropometric Methods: Designing to Fit the Human Body*, by John A. Roebuck, Jr.

*HFES Perspectives on Human-Computer Interaction*, Gary Perlman, Georgia K. Green, and Michael S. Wogalter, editors

*Human Factors Perspectives on Warnings*, Kenneth R. Laughery, Sr., Michael S. Wogalter, and Stephen L. Young, editors

*Human Factors Perspectives on Warnings, Volume 2: Selections from Human Factors and Ergonomics Society Proceedings, 1994-2000*, Michael S. Wogalter, Stephen L. Young, and Kenneth R. Laughery, Sr., editors

*New Trends in Cooperative Activities: Understanding System Dynamics in Complex Environments*, Michael McNeese, Eduardo Salas, and Mica R. Endsley, editors.

## **TECHNICAL STANDARDS AND GUIDELINES**

*Guidelines for Using Anthropometric Data In Product Design*, by the HFES 300 Committee

*Human Factors Engineering of Computer Workstations*, BSR-HFES 100 Committee, Draft Standard for Trial Use.

## **ONLINE DIRECTORIES ([HTTP://HFES.ORG](http://hfes.org))**

*Directory of Human Factors/Ergonomics Graduate Programs*  
*Directory of Human Factors/Ergonomics Consultants*

## **BROCHURES AND SPECIAL PUBLICATIONS**

*Ergonomics Design Awards* [http://hfes.org/News/Design\\_Awards.html](http://hfes.org/News/Design_Awards.html))

*Good Ergonomics Is Good Economics*

<http://hfes.org/publications/GoodErgoGoodEco.html>

*The Adolescence of Engineering Psychology*

<http://hfes.org/publications/GoodErgoGoodEco.html>

*Preparing for a Career in Human Factors/Ergonomics*

<http://hfes.org/careerguide/index.html>

*Quick Tips for Finding a Human Factors/Ergonomics Job in Industry*

<http://hfes.org/publications/quicktips1.html>

*Designing for Human Use* <http://hfes.org/publications/DesigningForUse.html>

## **VIDEOS**

"Human Factors/Ergonomics: The Profession and the Society"  
"Human Factors Success Stories"

## **OTHER MEMBER SERVICES**

HFES Online Placement Service (at <http://hfes.org>)  
Online Member Directory  
Online Directory of Consultants

## **HFES INSTITUTE (Technical Standards and Best Practices/Guidelines)**

HFES 100 Committee – U.S. National (ANSI) Standards Development  
Committee for Human Factors of Computer Workstations

HFES 200 Committee – U.S. National (ANSI) Standards Development  
Committee for Human Factors of Software

U.S. TAG to ISO/TC 159, "Ergonomics" and its subcommittees, SC1,  
Ergonomics Guiding Principles; SC3, Anthropometry and Biomechanics; SC 4,  
Ergonomics of Human/System Interaction; and SC5, Ergonomics of the Physical  
Environment.

## **HFES ANNUAL MEETING**

In its 49<sup>th</sup> year, the HFES Annual Meeting brings together approximately 1200  
researchers, academicians, students, and practitioners for a five-day meeting that  
includes technical sessions, workshops, tours, social events, and technical group  
business meetings. The 2005 Annual Meeting will be held from September 26  
through 30 at the Royal Pacific Resort, Orlando, Florida.

## **AWARDS**

HFES presents the following society-wide awards annually:

The Jerome H. Ely *Human Factors* Article Award  
The Distinguished International Colleague Award  
The Paul M. Fitts Education Award  
The A.R. Lauer Safety Award  
The Alexander C. Williams, Jr., Design Award  
The Alphonse Chapanis Best Student Paper Award  
The Jack A. Kraft Innovator Award  
The Arnold M. Small President's Distinguished Service Award  
The Best *Ergonomics in Design* Article Award  
The O. Keith Hansen Outreach Award

## **FELLOWS**

HFES Fellows are those members whose outstanding, sustained, and superior achievements qualify and service to the Society qualify them for special recognition. Each year, the Society elects a small number of candidates, who pass through a rigorous selection process, to this class of membership. Honorary Fellow status is available to those members who are outstanding in their achievements but who may not qualify for Fellow because they do not meet the criterion for Society Service.

## **TECHNICAL GROUPS**

HFES includes 21 technical groups, reflective of the broad and interdisciplinary interests of the members. Each technical group elects officers, publishes a newsletter, hosts a web site, and contributes to the program of the Annual Meeting. The HFES Council of Technical Groups includes representatives from each TG, and it advises the Society on technical and organizational issues. HFES Technical Groups are as follows:

- Aerospace Systems
- Aging
- Cognitive Engineering and Decision Making
- Communications
- Computer Systems
- Education
- Environmental Design
- Forensics
- Health Care
- Human Performance Modeling
- Individual Differences in Performance
- Industrial Ergonomics
- Internet
- Macroergonomics
- Perception and Performance
- Product Design
- Safety
- Surface Transportation
- Systems Development
- Test and Evaluation
- Training
- Virtual Environments

## **STUDENT AND LOCAL CHAPTERS**

A network of local chapters that serve specific geographical regions in the U.S. and internationally, and student chapters located in universities provides a meeting place for members whose physical proximity enables them to hold regular meetings, engage in special projects (including community service), and enjoy networking and social activities.

## **COMMITTEES**

Under the direction of six subcouncils of the HFES Executive Council, HFES has more than 40 committees, task forces, and advisory boards categorized in the broad general areas of Corporate Activities, Communications/Publications, External Relations, Internal Relations/Membership Services, Professionalism, and HFES Institute (technical standards, guidelines, and best practices).



## CHI 2005 Development Consortium

April 3-4, 2005

Portland, Oregon

## IDSA + User Experience Design

### *Historical Overview*

After almost 30 years of mergers and organizational evolution, The Industrial Designers Society of America (IDSA) was founded in 1965 to serve 600 members in ten chapters across the country. At that time, IDSA members worked in the areas of design education, crafts, decorative arts, graphics, products, packaging, exhibit design and automobile styling. In the last forty years, IDSA has expanded to serve more than 3,300 members in 28 chapters across the United States and Canada. The practice of our members has expanded to more than 75 unique specialties within the context of industrial design including interaction design, user experience design and human factors design and research.

IDSA officially defines industrial design in the following manner:

Industrial design is the professional service of creating and developing concepts and specifications that optimize the function, value and appearance of products and systems for the mutual benefit of both user and manufacturer. . . The industrial designer's unique contribution places emphasis on those aspects of the product or system that relate most directly to human characteristics, needs and interests. This contribution requires specialized understanding of visual, tactile, safety and convenience criteria, with concern for the user. Education and experience in anticipating psychological, physiological and sociological factors that influence and are perceived by the user are essential industrial design resources.

Since the early 1990s, IDSA has expanded its member offerings by creating Professional Interest Sections devoted to specific areas of expertise and member interest. The goal of Professional Interest Sections is to provide in-depth information on the latest design trends, news and commentary in different fields. Membership in Professional Interest Sections is open to all IDSA members without additional cost. Programming efforts are volunteer-driven with financial and organizational assistance provided by IDSA's Board of Directors and professional staff. There are currently 21 Professional Interest Sections within IDSA including the Interactive Design Section and the Human Factors Section.

### *Mission & Vision of IDSA*

As the profession of industrial design continues to evolve and the global economy continues to expand, IDSA has begun to embrace a more holistic notion of "Big D" Design with an emphasis on the process of design and the impact it has on business value and quality of life. IDSA's current vision statement calls for the organization to "advance the positive impact of design on business and society while directly benefiting members by evolving into the world's most effective design organization."

IDSA's mission statement supports that vision by directing organizational efforts toward promoting the benefits, awareness and value of design while simultaneously facilitating design quality through professional development and education within a vital and expanding global design community. IDSA is actively engaged in encouraging membership diversity and encouraging multi-disciplinary collaboration.

### *Interactive Design Special Interest Section*

Chaired by Bill Mak of Microsoft, the Interactive Design Section of IDSA maintains the following goals and commitments:

(1) Enable educators to innovate for success, graduating effective designers for a world of digital convergence. Help affect curriculum by providing mentors for leading design schools.

(2) Enable key IDSA chapters to embrace and extend their membership reach into ACM SIGCHI & HFES through formation of strategic alliances.

(3) Help IDSA drive clarity of definition for professional identity in the practice of interactive design, leveraging IDSA's domain knowledge and leadership in education, membership and professional governance.

IDSA recognizes that these goals represent both opportunities and challenges. In fact, the successful achievement of these goals will require growth and process improvement from within IDSA including the full commitment of IDSA's Board of Directors, professional staff and general membership.

As products and technology evolve, the user experience becomes more and more critical to the success of the product. The software components and visual interface elements of products have become as important as the form factor. Industrial designers are keenly aware of this convergence of tactile and cognitive subjects. Interaction designers are as crucial as 'traditional' industrial designers. In the product development process, the barriers between the two are crumbling and the relationships are strengthening. IDSA embraces this growth and evolution.

#### ***Human Factors Special Interest Section***

IDSA also maintains a Special Interest Section dedicated to Human Factors. Chaired by Steve Wilcox, PhD of Design Science, the Human Factors Section is dedicated to promoting interest, knowledge and responsibility for the cognitive, ergonomic and perceptual aspects of product design and use. This group spends considerable effort educating IDSA members about best practices within Human Factors, improving applied methodologies and the appreciation for academic rigor within the practice of Human Factors.

Similar to interaction design, the inclusion of Human Factors professionals and methodologies in the product development process has become *de rigueur*. Designers are embracing this specialty as fundamental to the process for both physical and virtual or software-based products.

#### ***Conclusion***

IDSA recognizes the growth and expansion of Design as a profession. Merely providing form and style to products is not enough. As 'products' become virtual or afford more extensive interaction opportunities, the design profession will continue to evolve in breadth and depth of expertise. IDSA welcomes opportunities to engage with other organizations and professionals dedicated to improving the business value of design as well as the cumulative user experience with a product from manufacture through disposal. Collaboration will continue to be the key to success in the global economy.

For more information, please visit <http://www.idsa.org/> or call 703.707.6000.

# User Experience: An Umbrella Topic

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## ABSTRACT

This position paper represents my views on how we address the multi-disciplinary needs of the user experience industry. While each profession struggles to deepen its core skills and membership offerings, it also needs to branch out beyond its traditional borders to serve its members' needs within a broader industry. "User experience" should be the topic that unites all of various professional organizations under an umbrella. Because each organization has its special contribution to the network (some at the core, some as specialists and others as interested parties), and each person will have different needs, a personalized portal should be built for the UX topic to help individuals cross over existing boundaries.

**Keywords:** User experience (UX); UX network

**ACM Classification:** K 7.1 Occupations; K 7.2 Organizations

## CONCEPTUALIZING THE NETWORK

The name "user experience network" arose in part from a local chapter prototype I built. I collected the URLs of all of the US local chapters for ACM, AIGA, AIP, ASIST, HFES, SIGCHI, STC and UPA. I organized them in a database by state. Users could select a state and see all of the local chapters serving that state. My purpose was to mainly address a common pain point I had felt from various people: not knowing what other professionals were in the same geographical area as them.

There was a "pecking order" to the local chapters. SIGCHI, UPA, AIGA, ASIST, HFES and STC chapters were listed first (in alphabetical order). If any of these local chapters existed, they were your best bet to find others interested in user experience. ACM and AIP chapters were listed last. In some states (like Alaska), these were the only local chapters, so one's best defense against being lonely would be to see what ACM & AIP had to offer.

The overall concept was simple, however: take the silos of each organization's local chapter directories and merge them into a single directory. This was a simple way to help individuals cross over the professional society boundaries in a "local" way that they could take advantage of. There were shortcomings to the prototype, however:

1. Organization by state was not very precise – people usually think of their *metropolitan* area as "home".
2. It took quite some time to collect the information about each local chapter. This could not be automated because each organization had completely different technologies for their directories. It was hard to maintain (and is why I never did the rest of the world).
3. It was hard to categorize some local chapters. One example: the Cleveland AIGA chapter had members who lived 2 hours away in Toledo, Ohio – yet every meeting took place in Cleveland. There was also an AIGA chapter in Detroit, Michigan, which was only 1 hour away. Do I list the Detroit AIGA chapter on the Ohio page? Or do I make Ohioans check out the Michigan page?
4. Having a single web page for a state that linked to a half-dozen chapter web sites was useful for awareness, but not for repeat visits. What people really needed was a *deeper level of integration of chapters*: for example, a unified calendar of events. "I live in Austin, Texas, show me what is happening this month across all of these local chapters."

Others took the local chapter network concept and applied it at the organizational level – linking the various professional organizations that are related to user experience at a high level. See figure 1 for a screen mock up of how we might convey this network to users.

## THE UMBRELLA TOPIC

As individuals started talking about fostering these collaborative efforts, we avoided "the naming problem" for this over-arching idea. Eventually we decided on "user experience" because it was the least politically-charged and seemed to be emerging as the preferred term in the industry. "Usability" was very often interpreted very narrowly (right or wrong) and "Experience design" was already associated with AIGA. AIFIA adopted "information architecture."

It is important to note that user experience is still not the "ultimate" term for this umbrella concept. "User" as a term has its legacy. "Experience" will probably endure – but I am less concerned with the "perfect" label than with the best label that promotes collaboration today.

The other important aspect of "user experience" for me is that I consider it a "topic" – a topic that many different professionals are interested in (or at least should be). When

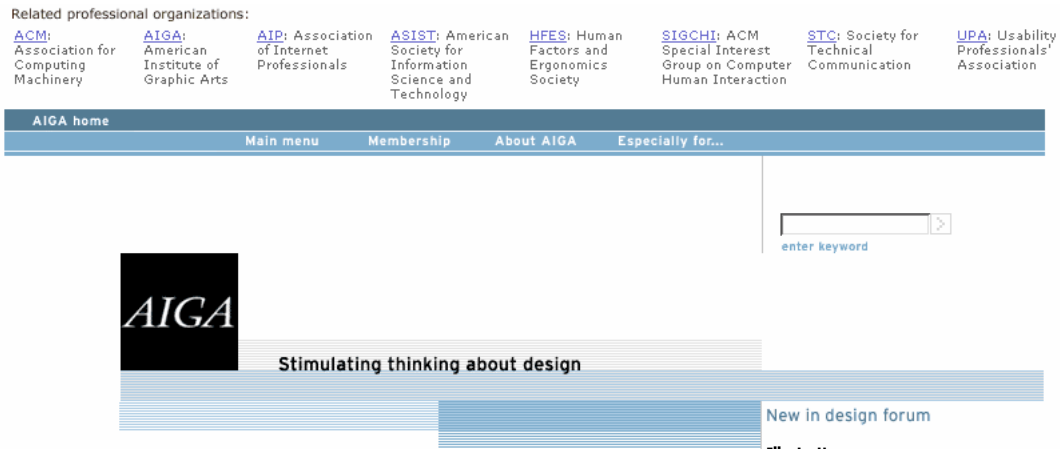


Figure 1. “Related professional organizations” (at the top) start to build the user experience network

organizing some local UX meetings, I did not take the approach that the meetings were for UX professionals (there just are not enough in Toledo, Ohio, yet) but instead they were events where we would meet and talk about UX – and that anyone interested in this common ground was welcome. I tried to explain why UX would be interesting to many different types of professionals: from Computer Science professors, to IT managers, to public relations officers, to technical communication students, to webmasters, etc.

I believe this is one way to temper the “territory” problem – thinking of user experience as something that everyone has an interest in, can contribute to, and has responsibility for. Over the long term, I believe the folks who gather to talk about the topic of user experience will start to think of themselves as a semi-cohesive industry and we will be able to start to address the economic impact of our work.

### USER EXPERIENCE DISTANCES

If you think of UX as a topic, then you can make a map of various professional organizations and how interested they are in the topic. I have 4 classes of “distances” that make up *my personal view of user experience*:

1. Core: These are my core professional organizations that I have been a member of since “day 1.” (SIGCHI, UPA and AIAA) How active I am in these organizations changes over time, but I track what the groups do closely.
2. Specialize: These groups have origins in other areas but have recognized specialties that interest me. (AIGA > Experience design, STC > Usability & Information design, ASIS&T > Information architecture, ASIS&T > HCI) I rotate memberships in the parent organizations over time (currently, ASIS&T, before that AIGA, before that STC). Ideally for me, I could become a member of only the specialty group. When I present at events sponsored by these groups, I feel an immediate synergy. When I look over their list of local events, I see often connections to user experience.

Sure, sometimes the STCers are talking about something very specific to their profession that I do not relate to, but the members overall are open to the broader discussions.

3. Applies to: What the group does is important to UX – but I have not made the personal connection yet, for various reasons. (HFES, IDSA, IIID, SIGGRAPH, IxD) The reasons these groups are still “distant” for me varies. For IIID, they have no local groups and I have never been to one of their large events. For HFES, their local chapters near me are not that active or not that much into the broader user experience topic. Any of these could move into group 2 – for example, HFES has its Internet Technical Group, which I used to be connected to, but I have lost track.
4. Interested in: These groups are interested in UX as a topic because they realize it matters to what they do, but they have other foci so UX may just be something they think about on occasion. There are many professional groups that fall into this category, such as ACM, IEEE, any IT group, and any marketing group (e.g. AMA, PRSA). To me, UX will never be central to what these groups do, but there is plenty of common ground that can be found.

Who belongs into each group is open to debate – above are my personal views. Even though I have been searching out various groups for several years, I am continually amazed to find more and more groups which should be included in this framework. Raising awareness of UX issues among those that are not interested today but *should be* is an important initiative for the UX industry as a whole.

One use of these “conceptual distances” is to help me understand the probability that any given organization will be doing something that I am interested in – something about user experience. I pay attention to everything that happens in the core, while I only check in on the “interested in” parties every once in a while to see if they are putting the UX spin on whatever is their hot topic.

**Applied geographically**

My original local chapter directory is no longer online, but I am working on a new version. This one is narrower in the sense that I am focusing on the Ohio-Indiana-Michigan geographic area. It is broader in the sense of being more than local chapters – more of a personal link directory about user experience, with events one key component.

The prototype is at <http://user-experience.org/links/>

The most fleshed-out part of the prototype so far is the geographic distance x conceptual distance aspect for local chapters (see Figure 2). The more local and more central to my core, the more interesting it is to me. But “farther away” things are also on my radar: a local ACM chapter or a local PR society might have 1 meeting a year that I am interested in, for example. I regularly drive 1-2 hours for SIGCHI and UPA meetings, so I need to plan ahead. If the topic was very targeted, such as about UX as an umbrella topic, I would travel all of the way to Indianapolis (> 4 hours).

Thus, things in the upper left have the greatest probability of being interesting to me; things in the lower right the least chance; all is worth tracking.

At this point, this is a simple directory of links. The links need to be expanded from just professional associations to companies (e.g. firms that offer UX services) and academia (e.g. professors who are teaching UX topics in their courses).

Ideally, my geographic component would also include the New York City area, where I travel on occasion for work.

A feature that needs to be added is to more precisely assign “weights” to these distances – conceptual and physical distances. It should be easy for me to find things that are local and on topic. Things that are on topic but farther away, plus things that are local but not quite on topic, should not be presented as urgently. I am sure there are many visualization techniques around to do this.

This view of the world still has limited value to others. Even better would be a system that covered all geographies and the whole spectrum of UX. Then any individual could input their locations of interest AND their UX-related topics of interest, and get their own visualization of the UX world for themselves. The profile should include what organizations they are members of (which would cause some added weighting for items sponsored by that group). This could be

the next stage of the UXnet calendar / directory initiative.

For example, this *personalized user experience portal* could support a technical communication professional in the Washington, DC area. She would make STC and STC usability and STC information design as her core. AIfIA, UPA, AIGA and SIGCHI could be her specialties (e.g., SIGCHI is “research specialty” in her view). HFES is tagged “worth keeping track of.” She flags usability, accessibility and IA as topics of interest. She marks the DC-area geographically.

The result will be her personalized view of user experience. Since the local HFES chapter is active, their events will appear in her local calendar, but sorted to the bottom under the local STC, UPA and SIGCHI events. A local IDSA event would not normally appear in her calendar (she has not included that organization in her profile), but when a local IDSA meeting is tagged “usability” because they are talking about user testing applied to traditional product design, then it shows up as something she may be interested in. A national accessibility conference taking place in DC next year – sponsored by a group she has never heard of – appears on her calendar early so that she can plan ahead.

	Conceptual distance			
Geographic distance	My Core SIGCHI UPA	My Specialities AIGA ASIST STC	Applies to UX HFES IDSA SIGGRAPH	Interested in UX ACM AMA IEEE CS PRSA
Less than 1 hour Toledo Bowling Green	--	BGSU STC	--	BGSU ACM NWNUG PRSA NwO
1 hour Ann Arbor Detroit	MOCHI MIUPA	AIGA Detroit MI-ASIST STC-SM	SIGGMO	AMA Detroit
2 hours Cleveland Columbus Dayton Ft. Wayne Lansing (East)	BuckCHI NEOUPA	AIGA Clev CO-ASIST CO STC Hoosier STC NEO STC SOASIST SWO-STC	CSCA CO HFES IDSA CO IDSA NO NEO SG SOCHFES	Clev AMA COACM CoIAIP Col AMA Dayton ACM Dayton AMA PRSA Dayton Web Assoc
3 hours Akron/Canton Cincinnati South Bend	--	AIGA Cinti STC-SJVC	AGFA	A/C AMA Cinti AMA Michiana AMA
4 hours Athens Indianapolis Other outskirts	INUPA	AIGA Indy	--	CI ACM Indy AMA SEOMUG

Figure 2: My User Experience distances

# IxDG: Finding a Home in the UX Community -- Build it and they will come; And they did!

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## ABSTRACT

For close to 2 years now I have been part of an exciting project—to create a new community and organization dedicated to the advancement of Interaction Design (IxD). It has been both a fun and frustrating road. We have had mostly successes, but there is an environment out there today in the UX community that makes it difficult for this community to grow freely.

I'd like to take the opportunity of the consortium to discuss what it has been like to take on this initiative and how we have been thinking about how to make this project more successfully. Finally, how can a more organized UX community can help facilitate this, instead of fighting what is probably the inevitable.

## BACKGROUND

In 2003 a “call to arms” was made by two people over the Internet—Bruce “Tog” Tognazzini<sup>1</sup> and Challis Hodge<sup>2</sup>—to form an organization dedicated to the promotion, and advancement of Interaction Design (IxD) and to benefit the careers of those who practice it. That call led to an e-mail list hosted by Challis where some 200-300 design practitioners, researchers, students and teachers came together in short of a month.

After further time it was clear that this list needed more of an organizing body and Challis invited people to join a steering committee and 3 people heeded that call—including myself. This steering committee took it upon itself to represent this community, and asked for volunteers to help create some initiatives. The very first initiative was defining the discipline and creating a mission statement. Both are available on <http://ixdg.org/><sup>3</sup>.

When we first started to organize, there were many organizational reactions from abject horror to full embracing, but none that really wanted to consider the need for a new home for the interaction design practitioner as something separate from what already existed. Most embracing was in the offer for us as IxDG to join the existing entity.

For most of the last 2 years, IxDG has basically existed at two levels: First, as an online community, where a similar, yet slightly different conversation was going on; second, a series of face-to-face gatherings around the world: London, New York, Pune (India), San Francisco Bay Area and Los Angeles. Other communities have said that they would like to plan an event: Boston, Vienna, Bangalore, Mumbai, St. Louis, Seattle, and Washington, D.C.

The first project of the new steering committee and workgroup was to create a definition of what is IxD. The key part of this conversation was that the steering committee at that time and many of the people who were working on this first initiative were and are committed to talking about the discipline of interaction design and not people who hold the title of interaction design (or any other title for that matter.) This focus is at the core of our strategy and a strict guideline to reflect off of as we moved forward with other initiatives and strategy.

A next core part of the creation of the group was the steering committee focused on creating value for its constituency. We were in no position to charge for membership and create services that would make a US\$50 expense worthwhile, but we knew we had to do something. We created 3 initiatives and a few taskforces that would help support those initiatives. The initiatives are Career Development, Education, and Tools & Resources. Because we are a purely volunteer based organization these have not come to fruition (hopefully by the end of this month the Resource Library, a main effort of the Tools & Resources Initiative will go live.)

Another defining element of IxDG's community is that we have a very active international “membership”. This might be coincidental, but the steering committee from the first day set out to create a home that worked against its US-centric realities. We recently produced our first translated version of our website: German.

This spring the IxDG is going to be having a small retreat to determine its final strategy and tactics for achieving that strategy. The goal of this meeting is to make some final decisions towards formalizing the IxDG community into a

functioning organization. The form of that organization is not finalized and will be in large effort the point of the retreat to determine:

- Are we an independent organization?
- Do we take up the offer of 1 or 2 existing organizations to find/make a home within their organizational structure.
- What type of membership will we have?
- What are our immediate offerings for that membership? For the IxD community?

We have a tough road ahead of us. We have attempted to interview people who have been a part of doing this work in the past and who are doing the work currently to find out what challenges and what opportunities they were able to overcome or take advantage of. We have learned a lot.

### THE PRESENTATION

To this particular audience, I would like to offer this story, and address some of the experiences we have faced in the last 2 years.

- Creating another group in the UX community? Are we yet another faction? Is there anything wrong with factions?
- What is it about existing organizations that even necessitate this?
- Can/will a single practioners/human find a home in just one organization?
- What is a home for a practitioner?

- What does it mean to not only create an organization, but create a community where there wasn't one already naturally?
- Why UXnet's success is important to the success of IxDG, and why IxDG's formation during the same period of UXnet is not a coincidence?

My goal here is not to present final answers, but rather reflect the history of IxDG into the workshop as a dialog for thinking about the future of User Experience Design.

I'm sure there are more questions, and in fact I'm looking forward to an opportunity to collaborating with peers so that as I go into the retreat for IxDG I can reap the experiences and knowledge of the attendees to the consortium.

### Final reference to title:

Yes, "If you build it they will come, but it helps A LOT when the person getting the word out is famous in the field and puts out an amazing call to action, not just once, but now twice. (See the May/June issue of *Interactions*.)

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<http://discuss.ixdg.org/> - discussion list site



# A Focus on Conferences

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## ABSTRACT

Conferences are still valuable for established attendees and potential new audiences, and the overall audience for events can be increased, helping alleviate competition between professional organisations.

In addition professional organisations need to avoid conferences being run-of-the-mill, and taking their audience for granted. They need to widen their primary and secondary audiences by helping potential attendees and presenters find out about events, evaluate those they might attend, and benefit in other ways from participating in; professionalising presentation and documentation; facilitating more controversial discussion; improving media relations (including with informal commentators).

Some of the solutions involved re-designing and re-programming events, greater inter-organisational cooperation, technical developments, and greater intelligence when thinking about audiences and stakeholders.

## Author Keywords

Conference formats, conference documentation, conference discussion, conference attendees, presenters, presentation references, information sharing, conferencing reporting, Weblogging,

## ACM Classification Keywords

H.5.m Miscellaneous

## INTRODUCTION

I should begin by noting that the call for participation assumes that there is an assumption that professional associations, and specifically the events they program, are or could be of value to professionals.

Events in the area of design and human-computer interaction have a number of potential benefits for presenters, attendees, and related stakeholders:

- Finding new and high quality sources of information and ideas from presenters selected by a conference programmer or coming out of the peer review process

- Focussed, reflective, and visually supported learning about high quality new design work, research, and theoretical insights – and related references
- Developing a broader view of a theme or subject area
- Questioning presenters about their work, and learning from others' questions
- Meeting and engaging with old colleagues and new acquaintances, the latter introduced by old colleagues, identified in Q&A sessions, or met by chance
- Raising your profile as a presenter or panellist, or as an attendee in Q&A sessions

The trends around conferences have been discussed more in the design world than the HCI world, and the latter may be more aware of the design element of conference creation<sup>1, 2, 3, 4</sup>. However, the issue of meta conference programming and coordination has been discussed relatively little.

## Discussion

There are a number of factors undermining the value of events and conferences for attendees and potential attendees. These are expanded on in the 'Supplemental information'.

- Conferencing by default
- Taking the audience for granted
- Widening audiences
- Lack of controversy
- Media savvy missing
- Failing to connect

## Challenges

I will consider potential solutions within the timeline of a typical conference.

### *Finding out about and evaluating events*

Standards for sharing information about planned, forthcoming and past events need to be established between event programming organisations. Information about planned events will help organisations at least ensure there aren't date conflicts (as there will be between this year's CHI conference and INCLUDE 2005 at the Royal College of Art in London), and at best that conference themes are complementary.

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This information should be easy to incorporate into other information environments, including personal calendars, word processors (as citations), other electronic tools, and Weblogs (for instance, to allow Weblog hosts to indicate they are attending an event). It should be used by these and other organisations and publications to present event information in a strongly visual manner.

There should be an emphasis on annotating events announcements with information that would help potential attendees evaluate the events. This might include lists of registered attendees (who potential attendees may contact for their take on the event if they already know them), links to reviews of previous or related event, and to previews of the event. Reviews and previews should encompass Weblog entries.

#### *Getting value out of the event*

There should be an increased emphasis on working with presenters to improve the rhetorical and visual aspects of presentations (particularly at conferences based on peer review). Documentation should also be addressed, helping attendees to frame, structure and reference their notes, for their own use and for trip reports. The design and production values of conference proceedings should be reconsidered to make them more useful to attendees, and more attractive to potential future attendees and interested parties<sup>11</sup>.

Much could be learned from presentations, moderation and documentation at conferences such as Doors of Perception, TED<sup>12</sup>, and the AIGA National conferences.

#### *Getting the word out*

During and post-conference there should be an emphasis on telling engaging stories about the conference presentations, debates, and activities in a manner that makes it easier for media representatives to talk about them, and presents the conference as a coherent whole.

Media relations should also support Webloggers writing about the conference, creating a buzz during the conference that non-attendees can tap into, and seeding the public documentation of the event. The Doors of Perception conference is extremely effective in this area.

Material related to the conference and presentations should be made readily available (where copyright allows) and information presented in ways that make it easy to incorporate references into other writing, reviews, essays and books, Weblog posts, and conference previews. In this manner, the conference may become part of the information-sphere, clarifying its nature, making more impact, and widening its (and the total) audience.

#### **Barriers**

Barriers to these solutions, and their strengths and weaknesses, include:

- The difficulty of the process of developing and maintaining any standard for information sharing

- Territoriality of professional organisations, which in some areas are in competition, and in general may be unused to collaborating
- The tension between formalising and structuring information and the relatively unstructured way in which people tend to share information
- Creating dynamics that will encourage overall beneficial acts, such as indicating if you are attending an event, previewing an events, and sharing learning
- Raising standards in professional conference situations where volunteers are unremunerated and have little to gain by learning new practices

#### **CONCLUSION**

There is a keen desire for design and HCI knowledge, which can be seen in the development of events around groups such as AIGA Experience Design, Doors of Perception, O'Reilly, and individual facilitators. With greater pressure on professional organisations, clearer thinking about event design, and greater consideration of event documentation and information sharing, and open-minded collaboration and programming between professional organisations it will be possible to better serve professionals and other interested parties in the future.

#### **ACKNOWLEDGMENTS**

I have been collaborating in developing thinking around design and HCI event information (and broader areas of knowledge) with members of the steering committee of the AIGA Experience Design group including Robert Reimann, Julie Stanford, and Molly Wright Steenson. I have also been working with the UXnet calendar working group.

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8. November 12-14, 2004: Design Engaged [<http://www.heyotwell.com/engaged2004/>] (Amsterdam)
9. October 16-17, 2003: HITS: Humans Interaction Technology Strategy [<http://www.id.iit.edu/events/hits/>] (Chicago, Illinois)
10. During December 2004 on the CHI-ANNOUNCE list alone there were almost 20 calls for participation for conferences and workshops (some part of bigger conferences). Over a year an industry professional might have to decide between 20 to 200 events they might submit a paper to or attend.
11. The conference committee for the 2002 Symposium on Designing Interactive Systems (of which I was a member) attempted this, with some success. See Proceedings of the conference on Designing interactive

systems: processes, practices, methods, and techniques. 2002. ISBN:1-58113-515-7

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#### SUPPLEMENTAL INFORMATION

##### The author's qualifications

The author has been involved in programming design and HCI events for over years. Major conferences include Designing the Internet (London, 1994), and Design For Usability (London, 2000). He has been on conference committees for DIS2002 (including editing the proceedings) and CHI2003 and consulted on communications for DIS2004. He has programmed and chaired panels at DIS2000, DIS2002, CHI2003, and DIS2004. He is on the steering committee of the AIGA Experience Design group, has been involved in programming a number of its Summits, and founded and programs its London events. He was on the executive of the British HCI Group for three years, where he was key to the launch of its *Usability News* publication, on which he still advises. He also programmed and chaired the CHI2003 Development Consortium on Mass Communication and Interaction. In addition he has spoken at many conferences including AIGA and IID events.

## **A FOCUS ON CONFERENCES:**

### **SUPPLEMENTAL INFORMATION (NICO M.)**

#### **Discussion**

##### *Conferencing by default*

One of the factors undermining the quality and value of conferences is the obligation organisations are under to put on a regular (and often annual) events, and the financial value of conferences (attendee fees, sponsorship income, and licensing or selling of proceedings). By contrast, some events have a strong individual character, and a distinct and intriguing theme. For instance the Dutch-based Doors of Perception conferences<sup>5</sup>, the O'Reilly Emerging Technologies conferences<sup>6</sup>, the bi-annual AIGA National Conferences (whose last two themes have been 'The Power of Design' and 'Voice')<sup>7</sup>, and the Design Engaged events programmed by Andrew Otwell<sup>8</sup>. In the SIGCHI area, apart from the DUX conference, the most significant recent event has been the HITS conference<sup>9</sup>, which combined an intriguing and timely theme with high quality and engaging presentations.

##### *Taking the audience for granted*

Another factor is a product of the established nature of many conferences and their focus on their traditional audiences. As a result, the audience is taken for granted, established presentation and documentation formats are not developed, and fail to engage potential new audiences.

##### *Widening audiences*

As design and, particularly, HCI have become more key to industry the audiences for events and conferences on these themes have broadened beyond the traditional academic and research communities.<sup>1</sup> Typically this wider audience doesn't have the incentive to submit papers that motivate

academics and researchers (peer kudos, departmental benefits, value when promotion is considered or in job applications, impressing potential publishers), nor will their employers have the funds to support attending a conference. There is also less value for this audience in the format of typical conferences or the nature of the level at which analysis is presented.

##### *Lack of controversy*

Professional conferences have tended to move from niche areas of interest to address wider audiences, and broader societal and business issues. However, programmers have often failed to address these developments, or where they do they often assume there are common interests and views across their audiences. As a result, programs often fail to engage new audiences, and new thinking is not effectively challenged or developed.

##### *Media savvy missing*

The focus on existing audiences, and the lack of controversy, also tend to lead to the neglecting of communication to new conference audiences and other interested parties. Although many events and conferences have formal media relations, they are often poor at selling stories in a manner that will gain coverage and appeal to audiences and other interested parties.

##### *Failing to connect*

With the proliferation of events and conferences, and of communication channels, it is becoming harder for potential attendees to determine which events are significant and which they might submit to or attend. The obligatory nature of many events, and the tendency to take audiences for granted, also leads to their communications being information driven and bland, leaving few ways in for people to judge their value.

# Organizational Collaboration: An STC Perspective

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## ABSTRACT

In this proposal I submit personal qualifications for participation in the CHI 2005 Development Consortium, along with a review of some issues to be discussed and possible resolutions.

## Author Keywords

Development consortium, STC, Society for Technical Communication.

## ACM Classification Keywords

K.7.2 The computing profession: organizations

## INTRODUCTION

The Society for Technical Communication (STC) represents nearly 20,000 professional technical communicators around the world. STC members fill a wide variety of technical communication roles in a wide range of industries, including technical writers, technical editors, technical illustrators, usability professionals, content developers, human factors engineers, information architects, information designers, instructional designers, technical trainers and instructors, visual designers, Web designers and developers, performing services for computer software and hardware development, financial and insurance, medical and biotech, government, and other industries. As such, STC members not only interact with and support user experience professionals, they often take on the role of user experience professional or project manager for user experience projects.

## PERSONAL QUALIFICATIONS

As a senior member of STC, I have volunteered in leadership roles at the chapter and society levels, including a year as president of the Silicon Valley chapter, STC's largest. I have arranged presentations to chapter meetings by user experience professionals such as Jared Spool from User Interface Engineering and Steve Calde from Cooper. I have

encouraged our members to view themselves as part of the user experience development team. And I have actively engaged with other user experience organizations to promote STC and its members and to bring additional value to STC members.

For example, I initiated STC involvement in the DUX2003 conference as a cooperating society, encouraged attendance at the conference by STC members, and had the Silicon Valley chapter of STC co-sponsor the conference's closing reception. Likewise, I led STC's involvement in BayDUX, an organization that grew out of DUX2003 to promote interorganizational cooperation in the San Francisco Bay area. BayDUX subsequently became the local representative for UXnet, which also promotes cooperation between user experience organizations. I have also worked as a volunteer for CHI2004 and CHI 2005, which involvement has forged additional links between CHI and STC.

Professionally, I am an Information Developer at IBM's Silicon Valley Laboratory. In my previous position at PeopleSoft, a large enterprise software vendor, my primary role was writing developer documentation for users of the proprietary software development tool set. However, I also took the lead in promoting cooperation within the company between the information development and user experience teams. I tried to bring the perspective gained from my involvement in CHI and DUX to my work at PeopleSoft, keeping the user experience in mind while developing documentation, and will continue to do the same in my new position at IBM.

## ISSUES

Following are some of the issues that I see involving STC and the topic of this CHI 2005 development consortium.

### Existing Relationships

STC recognizes many related organizations, such as SIGDOC, IEEE/PCS, IABC, and UPA, but in practice has little interaction with these organizations (with the notable exception of UPA, which has a close relationship with STC). However, some STC members, recognizing the benefits of interorganizational cooperation, have actively engaged with organizations such as UXnet. And many STC

members maintain active membership and involvement in other professional organizations. Do these members promote cooperation between the organizations of which they are members? Do they find that time and resources limit their involvement in multiple organizations? Are membership dues a limiting factor? How many different sponsored conferences can a member attend in a year?

### Conferences

STC sponsors an annual conference that brings together members from all its chapters and SIGs. In addition, STC's various regions have sponsored regional conferences serving more localized membership, with varying success. Even individual chapters have sponsored small local conferences. Is it possible that the regional or local model might be effective in bringing together related organizations? Is it more likely that local or regional cooperative conferences might be easier to organize? Might they make use of industry-sponsored venues to reduce costs? And could such local and regional efforts promote interorganizational cooperation and coordination more readily than larger conferences? Would local or regional DUX conferences be successful?

### STC's Transformation

Recognizing the changing needs of its members in a changing world, STC has undertaken a major transformation of its organization and membership model with the goal of addressing the society's value to members. I suggest that the question of membership value impacts all user experience organizations. We can see this impact in falling conference attendance, a drop in membership numbers, and reduced sponsorship of organizations and membership by employers. How can we increase interrelationships between organizations when resources are already strained? How can we support the creation additional organizations when potential members already have difficulty justifying the cost of membership? How will it be possible to share already strained resources? I believe the answer lies in ensuring that all organization activities provide value to the organization and its members. This is the key focus of STC's transformation. I believe that STC's experience may be of use during the discussions of this DevCon.

### Communities

A major focus of STC's ongoing transformation is the definition and support for various communities, based on the

existing model of geographic communities (local chapters) and virtual communities (the special interest groups, SIGs). STC recognizes that changes in how we communicate and relate to each other within STC and with other groups require changes to how we organize and support our communities. I worked with Whitney Quesenbery and Ginny Redish on the Communities Committee in the early stages of STC's transformation to help define our transformed communities, and believe that our experience can bear positively on the work of this DevCon.

### Cooperation

The Call for Participation for this DevCon acknowledges that there may already be too many conferences and meetings for those who wish to attend, and that some conflict as to time and location. Is it possible to coordinate co-located conferences on overlapping themes? Can, for instance, STC and SIGDOC combine their annual conferences? Or are the conference goals sufficiently distinct to make such a combination counterproductive? Could STC and UPA coordinate their conferences to meet in the same week in the same location, reducing travel and lodging expenses while improving the value of conference attendance? Does such cooperation require that a third organization promote such coordination, or can the two organizations make such arrangements themselves? And how useful might it be for an organization such as UXnet to publish combined calendars of related organizations to facilitate planning and coordination? In the San Francisco Bay Area, the co-chairs of Bay-DUX find it difficult to juggle conflicting schedules just in the local area. What are the chances that a more global coordination would be effective?

### SUMMARY

Much of my involvement with various user experience organizations has been as an individual, and I believe that much of what can be accomplished toward organizational cooperation will develop at the interpersonal level, from bottom-up action. At the same time, we must address how existing organizations interact, and how their missions and goals can support each other.

I am keenly interested in resolving the issues presented at the CHI 2005 Development Consortium, and look forward to the opportunity to participate.

# The View From the Society for Technical Communication (Supplement)

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## **ABSTRACT**

This paper describes the initiatives and services of the Society for Technical Communication as related to the goals of the CHI 2005 Development Consortium.

## **Author Keywords**

Development consortium, STC, Society for Technical Communication.

## **ACM Classification Keywords**

K.7.2 The computing profession: organizations

## **INTRODUCTION**

The Society for Technical Communication (STC) represents nearly 20,000 professional technical communicators around the world. STC members fill a wide variety of technical communication roles in a wide range of industries, including technical writers, technical editors, technical illustrators, usability professionals, content developers, human factors engineers, information architects, information designers, instructional designers, technical trainers and instructors, visual designers, Web designers and developers, performing services for computer software and hardware development, financial and insurance, medical and biotech, government, and other industries. As such, STC members not only interact with and support user experience professionals, they often take on the role of user experience professional or project manager for user experience projects.

## **STC SERVICES**

STC provides services to its members at both the society level and through its communities, both geographic (regions and chapters) and virtual (SIGs).

The society provides the following services:

- An annual conference
- Regional and local conferences
- Several professional publications
- Community newsletters
- Awards and other recognition programs
- Community-based awards and recognition
- Technical communication competitions
- Educational programs, including seminars and support of students at various academic institutions
- Employment databases
- Networking and volunteer opportunities

## **STC's Annual Conference**

The society conducts an annual conference, generally three days long, with keynote presentations, paper presentations, workshops, panel discussions, and other educational opportunities. An additional day is devoted to leadership training, and another day provides in-depth tutorials. Vendors display their products and services in an exhibition area, and a bookstore offers relevant publications.

## **Regional and Local Conferences**

At their discretion, each of STC's eight regions may conduct an annual conference targeting regional audiences with timely and relevant presentations. Some local chapters (geographic communities) also choose to hold one-day conferences which may attract regional attendance.

## **Professional Publications**

STC publishes two professional periodicals:

- *Technical Communication, The Journal of the Society for Technical Communication*, ([www.techcomm-online.org/](http://www.techcomm-online.org/)) published quarterly, provides a venue for academic and research papers, as well as book reviews.

- *Intercom, The Magazine of the Society for Technical Communication*, ([www.stc.org/intercom/](http://www.stc.org/intercom/)) published 10 times a year, provides “practical examples and applications of technical communication that will promote its readers’ professional development.” Contributors are generally STC members who share their experiences and expertise with the larger community. A recent edition of *Intercom* included articles on usability, user experience, and designing websites for older users.

Until the current transformation of STC, all members received the print editions of both publications. However, in order to address cost issues and member requests, an electronic membership option has been added, providing access to online versions of the publications. Online archives of both publications are restricted to members.

#### **Other Publications**

The Society also publishes a newsletter, *Tieline*, aimed at community leaders to provide timely information on leadership issues.

Typically, each geographic and virtual community publishes a newsletter for its members. These newsletters are increasingly published online to reduce costs.

#### **Awards and Recognition**

STC honors members and distinguished non-members for their work and contributions to the society and to technical communication with a variety of awards, including fellowships, associate fellowships, and honorary fellowships. STC also distributes awards for outstanding journal articles and contribution to technical communication education, and sponsors two honorary societies for students of technical communication.

STC also recognizes the achievements of its chapters and special interest groups and of individual chapter and SIG members. At the society President’s discretion, one or more members or organizations may be honored annually with the President’s Award.

#### **Technical Communication Competitions**

STC sponsors technical communication competitions at the international, regional, and sometimes local levels. Competition winners’ submissions can be viewed at the annual conference and in a traveling exhibit that brings examples of excellence in technical communication to all members.

#### **Educational Programs**

In addition to its support of academic programs in technical communication, STC sponsors educational programs, including its annual conference and regular web and telephone conference seminars. As part of its transformation, STC plans to expand its educational programs by recognizing and aggregating the body of knowledge existing among its members and communities.

#### **Employment Databases**

STC endeavors to improve the employment prospects of its members by providing a database of job opportunities. Local chapters also provide their own job listings. For example, the Silicon Valley chapter posts job listings that are accessed by members of the six Bay Area STC chapters as well as by members interested in learning about opportunities in the area.

STC also conducts and publishes an annual salary survey covering the United States and Canada that is referenced by both employees and employers to learn appropriate compensation and to see how compensation varies by region, industry, and experience.

#### **Other Organizations**

While STC acknowledges and maintains relationships with other related organizations ([www.stc.org/related\\_orgs.asp](http://www.stc.org/related_orgs.asp)), there is little formal interaction between STC and these other organizations. Informal interactions take place when STC members – especially those who are members of other organizations – take the initiative to engage with related organizations. For example, members of the Silicon Valley chapter of STC have cooperatively engaged with members of BayCHI ([www.baychi.org](http://www.baychi.org)) and others to form BayDUX ([www.baydux.org](http://www.baydux.org)), and to subsequently use BayDUX as the local incarnation of UXnet ([www.uxnet.org](http://www.uxnet.org)).

STC more actively associates with various educational institutions through student chapters, student award and recognition programs, scholarships, and research grants.

#### **Networking and Volunteer Opportunities**

STC is a member-run volunteer organization assisted by a small paid administrative staff. As such, the society offers numerous opportunities for experienced and aspiring leaders to help run the organization at the local and international levels.

STC members find that networking with others – at chapter and local SIG meetings, at regional and society conferences, online and in person – is an activity that provides tremendous value. Many members cite the networking opportunities as the primary reason for maintaining their membership.

Many members of STC are also members of other professional organizations, finding value in the expanded networks and cross-organizational communities of practice available by such involvement. For example, STC members are also involved in the Usability Professionals’ Association (UPA); the Association for Computing Machinery (ACM) and its special interest groups, such as those for Computer-Human Interaction (SIGCHI) and for Design of Communication (SIGDOC); IEEE Professional Communication Society; the Asilomar Institute for Information Architecture (AIfIA); the Interaction Design Group (IxDG); and the User Experience Network (UXnet). STC members have presented papers and otherwise participated in the conferences of all these other organizations, and participate

as founders, officers, and leaders of many of the same organizations.

### **STC'S TRANSFORMATION**

For nearly two years, STC has been actively engaged in transforming itself into an organization that better addresses its members' needs. The primary focus has been to ensure that the society provides value to its members. The transformation effort includes changes in society governance, its publications, its finances, and particularly in its communities and how they are organized and how they interact with each other and the society as a whole. I believe that STC's new community focus has relevance to the current discussion.

### **Communities of Practice**

STC recognizes that its members communicate and interact with a wide variety of communities in both their professional and personal lives. Communities of practice associated with a technical communicator's professional interactions include a range and variety that often extends beyond the historical limits of technical communication.

As defined by the STC Transformation Communities Committee (Whitney Quesenbery, Ginny Redish, and Fred Sampson):

A community is a group of people who share common interests, activities, and initiatives; who communicate regularly; and who derive benefit from their association.

STC's communities include geographic communities (chapters), which are defined by their location, and virtual communities (SIGs), which are defined by their common interests. While in many cases a geographic community can be further defined by the industries served by its members (for example, the computer software industry served by a majority of Silicon Valley chapter members), not all geographic communities are so neatly united. Conversely, STC's virtual communities are more well-defined in terms of their common interests, such as information design, technical editing, and usability. A goal of STC's transformation is to

encourage and nurture formation of additional communities of practice.

Indeed, participation in STC's virtual communities indicates a wide appeal to STC members. Each of the four largest SIGs has more than double the membership of STC's largest chapters (for example, 1,827 members of the Information Design community versus 816 members in the Silicon Valley chapter). More than 40% of STC members belong to at least one virtual community, and many belong to more than one.

But STC's virtual communities also recognize that their members have a variety of interests even within each community. Hence, for example, the former Usability SIG has, as part of the transformation, become the Usability and User Experience Community. And this particular community's members participate actively in other organizations, such as SIGCHI and UPA.

### **CONCLUSION**

STC's newly reorganized and energized communities of practice have existing and potential relationships with other user experience communities, which offer the opportunity to reinforce existing relationships and to forge new relationships. Membership in an STC community of practice does not exclude participation in other related organizations; in fact, such cross-organizational memberships can reinforce our relationships and energize common activities.

STC doesn't claim ownership of user experience, but its members are actively involved in user experience practice at all levels and in cooperation with members of many other organizations. STC welcomes further cooperative involvement with other user experience organizations.

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## Engineering the User Experience: UX and the Usability Professionals' Association Whitney Quesenbery and Paul Sherman

*Somewhere in the world, a customer service representative is on the phone with a customer. The customer has an easy problem—at least it seems easy to him. Unfortunately, it's not so easy for the rep. She has to negotiate three different applications—one for entering the caller's issue, another for searching the product's support knowledge base, and still another for making call notes—all while responding quickly and attentively to the customer's issue. She starts to fall behind, so she does what the reps have been taught to do—she puts the customer on hold while she struggles through the task. Minutes go by and the customer becomes impatient, finally hanging up before getting the help that he needs. Caught on audiotape, the customer was muttering about the terrible customer service.*

What's the problem here? Is it outdated technology? A badly designed information structure? Misunderstood business requirements? Inadequate understanding of the rep's tasks?

Maybe it's simply that the design of the customer service systems did not start with an understanding of this simple context: two humans talking on the phone—one a customer, the other representing the company. That interaction *is* the customer's experience of the company. Or, as a popular saying quips, “to the user, the interface is the product.” Too many new systems and digital products fail because their creators were focused on the technology and assumed—either implicitly or explicitly—that users will adapt. However, people will only stay with products that meet their needs. Fortunately, as usability and user experience professionals, we can ensure that our products meet actual users' needs by starting with the people, their tasks, and their goals. This is the essence of usability.

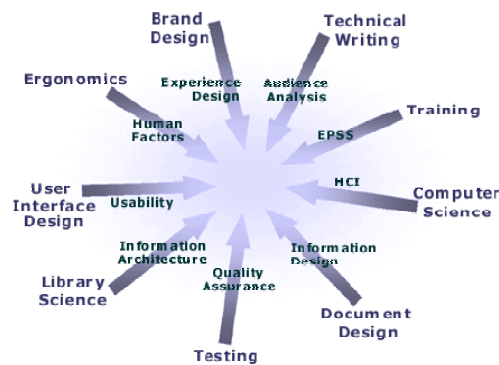
We can define usability—following the ISO standard—as the effectiveness, efficiency, and satisfaction with which a specific set of users can complete a specific set of tasks in a particular environment. This terse “standards language” represents some core concepts for usability professionals. The definition insists that we look at people, not just systems. It also directs us to define usability in the users' own terms.

*Usability engineering*, then, is a methodical approach to user interface design and evaluation, involving a practical, systematic approach, and the processes, techniques, and methods for measuring various aspects of a system's or product's ease of use. But *usability* often means more than just *testing*—that is, end-of-cycle testing to evaluate the success of a design. The word *usability* also refers to:

- a quality or result—the goal of [creating] usable systems or products
- a user-centered process for design and development
- a philosophy or approach that starts with users' needs

The UPA is a home for the body of knowledge—the skills, techniques, and methods—for user research and usability evaluation. We provide members with a place to develop and expand their skills in these areas. But we also focus on strategic usability and the importance of centering the design process around the people who use our products.

The user experience community brings together people from many different disciplines, with many perspectives on the design process and many different vocabularies. We see this diversity as one of the strengths of our field, because it provides many viewpoints, techniques, and methods for evaluating and creating product designs, allowing us to improve our products' usability and usefulness and make them more enjoyable to use..



*The user experience community is diverse, converging from many different directions.*

Imagine a different customer service call. This time, the customer service rep can stay focused on the customer's needs, because she's using a single new customer support application that

- makes satisfying customers' most frequent requests easy
- helps her find the information she needs during calls
- facilitates solving customers' complex problems
- tracks customer issues
- allows the rep to take call notes.

The product team that designed this new application not only analyzed the types of calls that reps receive and the information they need to do their jobs, but also observed how the best reps work with customers. Throughout their design process—starting with simple paper prototypes—the team tested both the overall task flows and interaction details. They designed a task flow that supports a natural conversation.

On rollout day, the customer service reps practically cheered with delight, nearly bringing tears to the eyes of the newly appreciated internal IT team. Let's listen in on a support call again. This time, the rep's "Hi, how can I help you?" is heartfelt...because her new tools really do let her help.

## About UPA

Usability Professionals' Association  
[www.usabilityprofessionals.org](http://www.usabilityprofessionals.org)

The UPA is a membership organization that supports usability specialists and advocates of user-centered design. Members come from all user experience disciplines, and over 39 countries. The UPA has 26 chapters providing local opportunities for networking and professional education. UPA:

- Publishes *User Experience Magazine* and [the Web magazine *UPA Voice*, and plans to launch a new online journal of usability studies in 2005.
- Hosts a Job Bank, Consultants Directory, and professional networking service
- Is developing a Usability Body of Knowledge
- UPA 2005: Bridging Cultures will be in Montreal, Quebec, Canada, on June 27–July 1.
- November 3, 2005 is World Usability Day—a celebration of the power of usability and user experience to change people's lives

## Bios

**Paul Sherman** is Director of User-Centered Design at Best Software and a Senior Lecturer in HCI at the University of Texas at Dallas. He is a member of the UPA Board of Directors and founding President of the Dallas-Ft. Worth Chapter. Previously, at Intuit and Lucent Technologies, Paul designed and usability tested ecommerce and support Web sites and accounting, financial-planning, portfolio-management, and telecommunications-management applications. He received his Ph.D from the University of Texas at Austin, where his research focused on pilots' use of automated systems.

**Whitney Quesenbery** is a user interface designer and usability specialist with a passion for clear communication. As the principal consultant for Whitney Interactive Design (WQusability.com), she works with companies around the world to design usable Web sites and applications. Whitney is President of UPA, a member of the UXnet Executive Committee and manages the popular STC Usability SIG Web site. As an appointed committee member for the US Election Assistance Commission, she works to ensure the usability of voting systems. Before being seduced into the world of usability by a little beige computer, Whitney was a theatrical lighting designer on and off Broadway.



# Usability Professionals' Association

The Usability Professionals' Association (UPA) is an international non-profit membership association, incorporated as under IRS 501(c)(6).

The Usability Professionals' Association supports usability specialists, people from all aspects of human-centered design, and the broad family of disciplines that create the user experience in promoting the design and development of usable products. Our goals are to:

- **Provide an international network** through which usability professionals can share information about the techniques and methodologies in the profession.
- **Create an inclusive community** for those interested in usability, whether it is their primary focus or a related discipline.
- **Change new product development** processes to include a concern for the people who use them by presenting the business case for usability in product development to colleagues, customers, the public and governmental agencies.
- **Increase the body of knowledge** about usability and user-centered design through professional education, meetings and conventions and other professional interchanges

UPA programs and services include:

## Publications

- UPA Monthly – a monthly e-letter to members
- UPA Voice – a bi-monthly online magazine with short articles and industry news
- User Experience – a quarterly print magazine focusing on a range of practical and visionary topics
- A peer-reviewed online journal of usability studies, launching in the second half of 2005
- Web site
- User-centered design/user experience poster
- Design for People by People: Essays in Usability – a book with the best articles from Common Ground
- Conference Proceedings

## Chapters

- We currently have 26 chapters around the world

## Conferences

- Several of our chapters hold 1-2 day “mini-conferences” in their local area, sometimes in cooperation with other local organizations
- Our annual conference is held in June each year. This year’s conference is scheduled for June 27 – July 1 in Montreal, Quebec, Canada. It includes leadership events, tutorials, workshops and a 2-1/2 day general program with panels, presentations, peer-reviewed papers, posters and invited speakers. The invited speakers are from outside of the immediate usability field and add breadth to the conference topics.

promoting usability concepts and techniques worldwide



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## **Projects**

- Friends of Usability – a recognition program to allow members to acknowledge those who support their work
- Voting and Usability – an information and advocacy project
- World Usability Day – a new project, being launched in 2005 to bring awareness to the value of usability and user experience.
- Usability Body of Knowledge – a professional development project to document usability knowledge. This project is starting with a methods catalog and documenting curriculum topics and opportunities
- Usability in the Enterprise – a project to collect and publish information about adoption and ROI
- Usability and e-Gov – an informal discussion group for those working in government

## **Professional Networking and Career Development**

- Job Bank – Ads paid for by listing agency run for three months on a publicly available page
- Consultants Directory – Open for a fee to UPA members
- LinkedIn – UPA identification in a third party networking group
- Voting Consultants Directory – Open to any user experience professional
- Member/Salary Survey – Last conducted in 2000, new version planned for 2005
- Membership Directory – Open to members only

## **Other**

- Code of Conduct – this code is currently in a trial period and is schedule for full adoption in late 2005
- Representation at industry meetings – on an ad-hoc basis, members may be appointed to represent UPA at other industry groups or meetings

January 2005

# Local Ambassadors: Local action/global impact

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Consultechnology, Idearium, UXnet

### ABSTRACT

This position paper for the CHI2005 Development Consortium introduces the Local Ambassadors Initiative of the User Experience Network (UXnet), a collaborative international vision that unites user experience professionals with a variety of skills and backgrounds in a shared effort to develop a productive user experience community.

### Author Keywords

UXnet, User Experience Network, Local Ambassadors

### ACM Classification Keywords

K.7.2. The computer profession: organizations

### INTRODUCTION

In June 2004, the User Experience Network (UXnet) made its initial public “pre-launch.” Word about UXnet spread quickly, and it was not long before volunteers from around the world raised their hand to participate as volunteers. Much of this early enthusiasm channeled into the Local Ambassadors initiative. As UXnet evolved over the rest of 2004, the energy and activity of the Local Ambassadors served as the primary tactical point of progress, leading to the organization and co-sponsorship of events, the consolidation of individual efforts in a variety of major municipalities, and the early development of tools.

This presentation will explore the Local Ambassadors initiative in some depth, including the vision and purpose of the group, the participants and basic operating structure, as well as examining some of the tactical achievements the group has enjoyed to date, and where the group is heading.

### LOCAL AMBASSADORS: VISION & PURPOSE

The Local Ambassadors initiative was designed to create local infrastructure and cooperation between different groups involved with user experience, and to serve as an

active, collaborative network of those Ambassadors, sharing ideas, resources, and energy across geographic boundaries. This would simultaneously provide localized regions with the natural benefits inherent in cooperation and optimization of related efforts, while helping to raise the profile, scope, and importance of user experience as an important part of successful business. At the same time, Local Ambassadors would serve as a critical lynchpin between related organizations, helping both their business interests and aiding their members through the thoughtful cross-pollination of information, resources, and opportunities.

Once UXnet launched, the nuances and complexity of realizing the Local Ambassador vision firmly took hold. Even though there was a basic acknowledgement that different regions would face vastly disparate opportunities and challenges, it was only through getting all of the volunteers involved in the same conversation that we were able to adapt the vision to truly mesh with reality. We are in the process of documenting, understanding, and best adapting to this, an ongoing process that should crystallize in our group’s vision by early-to-mid 2005.

### LOCAL AMBASSADORS: PARTICIPANTS & STRUCTURE

There are currently 22 geographical regions in five continents, overseen by 29 total Local Ambassadors. Each region and community is dealing with a different local situation – in some cases dramatically so. Consider:

- The San Francisco Bay Area already had an organization in place that served the basic Local Ambassador function for their region – BayDUX. With an active community and replete with resources, BayDUX operates more like the local chapter for a large industry association, including three primary organizers, a solid web presence, and awareness in their local community. Surrounded by a strong local presence from every major user experience organization, the role of our San Francisco Bay Area Local Ambassadors is one of networking and organization, building user experience through the coordination and connection of different local groups under the umbrella of user experience.

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CHI 2005, April 2–7, 2005, Portland, Oregon, USA.

ACM 1-59593-002-7/05/0004.

- UXnet Executive Council member Keith Instone has spent a few years trying to organize a user experience community in his hometown of Toledo, Ohio. However, Keith is faced with not having any meaningful local chapters of UX-related organizations, and a small, uninformed, and disinterested community of practitioners. Thus, Keith's challenge lies more in the aggregation of resources and opportunities from other regions in the approximate geographical vicinity, and in educating local practitioners about user experience and sharing the out-of-market opportunities with them.
- Over in Italy, Matteo Penzo is new to the role and idea of being a Local Ambassador, and is further faced with UX organizations largely operating on a national – not local or regional – level. Whereas Keith may not have much activity in Toledo, cities like Detroit, Michigan and Cleveland, Ohio – each within a two-hour drive – do offer many opportunities for his constituency. This is not the case in Italy. Then, as an additional complication, most UX organizations are primarily English speaking. Even though most Italians speak English, it is not their first language.

This snapshot of three very different regions reflects the challenges we face in structuring and organizing the group. To date, we operate as a group of peers working together to advance the initiative. In so doing, we are identifying profound differences in geographical regions, the experience and network depth of various participants, and even the level of participation in the activities of our overall group from those participants. As our tactical efforts begin to gain momentum and the picture of who and what we are gets clearer, so it would seem our structure will also formally shift to reflect the practical differences we are already negotiating.

#### **LOCAL AMBASSADORS: PROGRESS & ACHIEVEMENTS**

It is a credit to the interest, effort, and spirit of the Local Ambassadors that the initiative has rapidly taken flight. As indicated above, people from five continents have stepped forward to volunteer and participate as Local Ambassadors. This is an extraordinary achievement, considering the “soft launch” of the organization and that only a couple of those participants were aware of the initiative prior to June 2004.

Individually, a number of regions have hosted or co-sponsored UXnet events. These include an event in the San Francisco Bay Area with about 200 attendees, a London event was promoted above capacity, with a full house and numerous other people turned away in advance, and an

event in Switzerland that brought together the efforts of two Local Ambassadors from different parts of the country.

The Local Ambassadors are also in the process of creating tools to help their efforts and serve their various constituencies. The primary tool is a set of web templates, so Local Ambassadors can easily plug in their own local information, incorporate global UXnet information, all within an easy-to-use template that sports the UXnet brand. Following a systematic best practices approach, the development team has already put significant time into the information architecture, interaction design, and user testing. Ongoing work on personas and scenarios – as well as technological specification and research – will be followed by visual design and implementation. This project is expected to be complete in the second quarter of 2005.

These approaches are very bottom-up: by establishing Local Ambassadors in an ever-widening sphere around the world, involving UXnet and our Local Ambassadors in the co-organization or sponsorship of events and activities, and building the tools and infrastructure to arm our Local Ambassadors with the things they need to best service their local groups and participants, we will enable these constituents to participate in and leverage the cross-disciplinary nature and practical business potential of user experience.

#### **CONCLUSION**

Although the initiative is less than seven months old as of this proposal, the group has achieved quite a bit. A solid and growing infrastructure of participants organizing, hosting, and sponsoring UX events, and producing strategic tools that enable the group to best represent its various contingencies, is just the beginning. The group is taking on a structure and personality beyond the initial vision of the organization. In different ways and to different degrees, Local Ambassadors are advancing the UXnet vision to organize and build a user experience community, to provide new opportunities and infrastructure to industry associations, and to connect interested individuals to UX information, events, and experiences.

#### **ACKNOWLEDGMENTS**

The success of this initiative and the content herein is the product of the hard work and dedication of our Local Ambassadors. The Local Ambassador initiative is overseen by the Executive Council of UXnet: Richard Anderson, Keith Instone, Dirk Knemeyer, Beth Mazur and Whitney Quesenbery.

# UXnet: Making Connections

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## ABSTRACT

This position paper for the CHI2005 Development Consortium describes the vision that led to the formation of the User Experience Network (UXnet) and cross-disciplinary needs it addresses, for individual practitioners and for the ongoing development of the field as a whole.

**Author Keywords:** UXnet, User Experience Network

## ACM Classification Keywords

K.7.2. The computer profession: organizations

## INTRODUCTION

User Experience (UX) is an emerging field concerned with improving the design of anything people experience: a web site, a toy, or a museum. UX is inherently interdisciplinary, synthesizing methods, techniques, and wisdom from many fields, ranging from brand design to ethnography to library science to architecture and more..

In finding colleagues and organizations, there are many, rich options for UX professionals to choose from. The User Experience Network (UXnet) starts from the principle that facilitating connections is key to increased value: for the profession, for organizations, for businesses and for individuals. We can all benefit from supporting our colleagues from all parts of the user experience world.

One of the goals for UXnet is to provide a “home” for the big picture or strategic discussions that, by their very nature, require cross-disciplinary communications. On virtually every professional e-list, the question of “the big picture” overtook more targeted discussions, as each community struggled to understand both the complete field and the contribution its skills brought to it.

At the same time, there are some practical tools that can provide immediate value to both practitioners and organizations. Two have been defined and launched. Each of these initiatives has intrinsic value, and meets specific needs expressed, sometimes forcefully, by UXnet supporters.

- **Local Ambassadors** –a network of representatives to facilitate collaboration in local areas: coordinate meetings,

encourage joint sponsorship of events, and host First Friday social networking events.

- **Events Calendar and Group Directory** –a searchable listing of UX-related organizations and events. This ambitious technical vision is being implemented in stages, working towards a site that allows visitors to identify locations, organizations and topics of personal interest to them.<sup>1</sup>

A third initiative addresses a structural goal of encouraging cooperation among the organizations

- **Organization Collaboration** – facilitating cooperation among UX-related professional organizations.

Although each society has value in serving a specific discipline or perspective on user experience, we also see the value in making connections between these organizations for joint conferences, shared meetings, advocacy initiatives, cooperative publications...the possibilities are endless. We believe that these connections will only strengthen each organization by providing additional breadth and member benefits. This process already goes on informally. UXnet can become a common ground to facilitate these efforts.

## HISTORY: THE ROAD ALREADY TRAVELLED

In the fall of 2001, Lou Rosenfeld began a discussion of the meaning of user experience among a variety of practices and organizations. This free-ranging discussion covered practical issues, philosophies and tried to understand what shape collaboration or coordination might take. The group considered three metaphors to describe the emerging vision:

- **Linked arms.** The concept that all of the skills represent inter-related aspects of creating a product and the users’ experience of it. (See Figure 1)
- **Super-SIG.** An umbrella organization that would bring together all of the organizations and skills.
- **Interfaith Council**<sup>2</sup>. A forum for the leaders of the “linked” communities.

<sup>1</sup> Keith Instone’s position paper “User Experience: An umbrella topic” covers this initiative.

<sup>2</sup> The name was a word play on the fervently held (even evangelical) views of many of the participants.



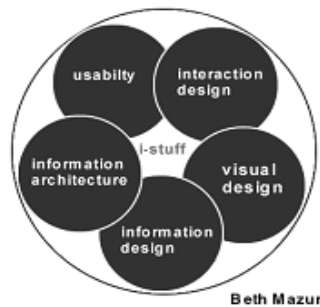


Figure 1. The “linked arms” visualization

In mid-2002, Lou Rosenfeld invited a group of people to join him in creating something new. He wrote, “I’m hoping we can create a small, agile, and strategic team that believes in the value of a truly interdisciplinary approach to user experience design...It’s absolutely not foolish or overly ambitious to believe that we can do things that will make a big impact for thousands of our fellow professionals.”<sup>3</sup>

The results of that work was “soft launched” on June 21, 2004, with a web site ([www.uxnet.org](http://www.uxnet.org)) to communicate the UXnet vision, individual supporters, and several organizations informally supporting the effort.

### THE JOURNEY AHEAD

One thing became obvious the early discussions: this could not be a small vision. UXnet can only succeed if it adds to what current organizations already offer, and creates something greater than the sum of the parts. The UXnet Roadmap (see supplemental material) maps out a three year strategic plan and long-term vision. In addition to organizational development activities, it identifies three main areas of focus:

- **Building the network:** networking the idea in the community and facilitating the discussion of shared professional interests. Long term ideas include symposia or “UX retreats” to continue to develop UX concepts.
- **Reaching out:** sharing best practices, communicating UX principles both within the community and to a broadening base. Long term ideas include educational programs for practitioners and business colleagues.
- **Influencing others:** influencing public policy, advocacy, fostering UX research and development, promoting the best work in the field through recognition programs.

### LONG TERM VISION: THE INSTITUTE

One of the challenges in developing user experience as a field is that this work is inherently multi-disciplinary,. It cannot be effectively led by any of the current organizations, as each is centered on one aspect of the field. However, without an umbrella under which this work can be done, the field will never gain the maturity and public stature it deserves. Other fields have their thought leaders, for example

the Software Engineering Institute (SEI) in Pittsburgh or the Design Council in the UK which serve to both shape and communicate critical issues in their fields.

One long-term vision to meet this challenge is a “UX Institute.” Such an organization could not only bring together the UX disciplines, but also work other fields (such as software and product development, marketing and others) to create a better understanding of how they contribute to great (not just good) products.

Where the current organizations are focused on a single aspect of UX, and on the critical goal of serving their members, UXnet is focused on the overview and the relationships between the disciplines.

### CONCLUSION

The general idea of a UXnet as a way to connect individuals and organizations from many different disciplines under the user experience umbrella has always been a compelling one. However, despite enthusiasm for the idea, it has been hard to move from discussion to action, and harder to define concrete goals. The UXnet Executive Council concluded that only big goals, a mission that would make a substantial difference, were worth the effort that bringing together so many (sometimes competing) interests. Along with a large group of volunteers, we have begun the work of networking in the community and building collaborative tools to support that cooperation. The next steps will require commitments from the organizations, and a plan to achieve the potential of the UXnet vision.

### ACKNOWLEDGMENTS

This paper is based on a discussion lasting several years among many people. First among them is Lou Rosenfeld, who first brought the group together. The Executive Council of UXnet is Richard Anderson, Keith Instone, Dirk Knemeyer, Beth Mazur and Whitney Quesenbery.

### SUPPLEMENTAL INFORMATION

The following supplemental information will be made available to Development Consortium participants.

- **Organizational Models** – A summary of different approaches to creating an organization.
- **UXnet Roadmap** – A three year strategic plan and long term goals, released January 2005.
- **UXnet Governance** – A preliminary diagram of the structure and leadership of UXnet, released January 2005.

<sup>3</sup> Private communications, dated June 8, 2002

# UXnet: Making connections

## Supplemental Information

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## Organizational Models

As the User Experience Network (UXnet) was in formation, the executive council<sup>1</sup> considered several different organizational models for the new organization.

Most of the organizations where we had substantive experience were based on an individual membership model. For all of them, serving these individual members with binding member benefits (including professional development, education and outreach) is the core mission.

UXnet would be a different kind of organization, one more focused on the development of the field and in collaboration among individuals and associations. As we considered how to meet the needs of both the bottom up (individual) and top down (organizations) constituents, the executive council looked in depth at five organizations with similar missions, but very different organizational approaches.

Group	Purpose	How	Customers
ICOGRADA	awareness (bring associations together)	umbrella group	professional societies
Design Management Institute	make money, publish, educate	(corporate) memberships, tightly held assets (pay to read)	managers
Corporate Design Foundation	education	publishing and good works	sponsors (public)
Software Engineering Institute	change the world (software industry)	government funding, academic linkage	software industry
Move On	change the world	donations	activists (politicians)

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<sup>1</sup> The Executive Council of UXnet includes (as of January 2005) Richard Anderson, Keith Instone, Dirk Knemeyer, Beth Mazur and Whitney Quesenbery. Other participants in the discussions included Lou Rosenfeld, Challis Hodge, Nigel Bevan and George Olsen. Beth Mazur led the project to gather organizational models.

# **ICOGRADA**

## **(International Council of Graphic Design Associations)**

### **Governance: Board of Directors**

ICOGRADA's Executive Board consists of individuals who are duly nominated and elected by ICOGRADA member associations at the biennial ICOGRADA General Assembly. Members of the Executive Board serve in a volunteer position and donate their time and expertise to further ICOGRADA 's mandate. Board meetings are typically held four times a year in different locations around the world, usually in conjunction with regional meetings, seminars, or other scheduled design events.

### **Funding: Membership, sponsorship, and donation\**

Membership: ICOGRADA is an association of independent Member associations, forming a global network. More than 70 Member associations in over 45 countries share common concerns, commitments, and standards. Professional design organizations join ICOGRADA as Full Members with voting rights. Promotional or technical organizations join as Associate Members with voting rights. Non-voting Members include: Patron Members, who contribute financially; Subscriber and Education Members, engaged in education, the raising of standards, or design research and practice; Corresponding Members, residing in a country not represented by a Member organization; and Affiliate Members, international organizations concerned with professional practice in fields related to graphic design.

The ICOGRADA Foundation was established in 1991 for the advancement of worldwide understanding and education through the effective use of graphic design. The Icograda Foundation charity registered with the Charity Commission for England and Wales. It obtains funds from corporate sponsorships, individual donations, legacies, and various fundraising activities.

Friends of ICOGRADA is a worldwide network of individuals and corporations who share a common interest in graphic design and visual communication. Friends support ICOGRADA and desire to contribute to ICOGRADA and its worldwide aims. Anyone who wishes to support ICOGRADA and who agrees with ICOGRADA 's aims and values can become a Friend of Icograda on a contribution basis.

### **ICOGRADA 's Purpose**

Icograda is the world's non-governmental and non-political representative and advisory body for graphic design and visual communication. It serves the worldwide community of graphic designers. In doing so, ICOGRADA aims to:

- raise the standards of design, professional practice, and ethics
- raise the professional status of the graphic designer
- further the appreciation of designers' professional achievements
- extend design's contribution to understanding among people
- promote the exchange of information, views, and research
- contribute to design education - theory, practice and research
- coordinate matters of professional practice and conduct
- establish international standards and procedures
- hold congresses, conferences, seminars, and symposia
- publish and distribute information concerned with graphic design.

**URL:** <http://www.icograda.org/web/> and <http://www.friends.icograda.net/web/home.shtml>

# DMI (Design Management Institute)

## Governance: Staff plus advisory council

DMI has a 6-person staff, including president, a board of directors and an advisory council

## Funding: Membership and educational revenue

There are several membership types:

- Professional Individual
- Professional Group
- Professional Organization
- Forum
- Student
- Academic Individual
- Academic Group

## DMI's Purpose

Founded in 1975, the Design Management Institute (DMI) has become the leading resource and international authority on design management. DMI has earned a reputation worldwide as a multifaceted resource, providing invaluable know-how, tools and training through its conferences, seminars, membership program, and publications. DMI is a nonprofit organization that seeks to heighten awareness of design as an essential part of business strategy.

The DMI strategy is at once practical and dynamic – in touch with technological and business realities, and driven by a deep commitment to managing for design excellence. DMI brings together design and business professionals from corporations, consultancies, the public sector, and universities – across all categories of design – who are interested in advancing their understanding and providing greater value to their organizations, and participating in a community of professionals sharing their knowledge.

The DMI mission statement is:

### Vision

Improve organizations worldwide through effective management of design for economic growth.

### Mission

Be the international authority, resource and advocate on design management.

## Objectives

- Assist design managers to become leaders in their profession.
- Sponsor, conduct and promote research.
- Collect, organize and make accessible a body of knowledge.
- Educate and foster interaction among design managers, organizational managers, public policy makers and academics.
- Be a public advocate for the economic and cultural importance of design.

URL: <http://www.dmi.org/dmi/html/index.htm>

# Corporate Design Foundation

**Governance: Board of directors.**

No mention of staff on website.

**Funding: Sponsorship/donation.**

Support for Corporate Design Foundation takes the form of both charitable contributions and participation in the development of programs.

**Corporate Design Foundation's Purpose** "It is the mission of the Foundation to improve the quality of life and effectiveness of organizations through design. At the heart of this mission is a desire to expand the awareness of design through the education of corporate leaders, managers and public sector executives. Through its programs, the Foundation promotes the research and documentation of the impact of design in business, and the development of new teaching curricula and materials for use in business education."

## Accomplishments

- In 2002, launched Natural Design Consortium, to establish multidisciplinary courses on sustainable product development and sustainable architecture
- In 2002, collaborated with Carnegie Mellon University and Rochester Institute of Technology, to produce The Business Edge, a nationally broadcast teleconference to 43 locations illustrating the impact of design on business. Sponsored by NEA.
- Since 1995, publish @issue: The Journal of Business & Design, the first publication written for corporate executives about design, sponsored by Sappi. Current circulation 60,000 with an additional 40,000 distributed at business schools and conferences.
- Collaborated with Rochester Institute of Technology to produce the teleconference Business, Design and Communication, a program dedicated to educating executives and students about the effect of design on successful business.
- Organized the National Forum on Design (1995-1997) with the National Endowment for the Arts and General Services Administration aimed at enhancing the effectiveness of government through workplace design.
- Organized the first conference for university faculty about teaching interdisciplinary courses, including design and business, and published the results of this conference and research as Teaching Collaborative Product Development (1994).
- 1991-1998, offered the annual Design Leadership Symposium, to bring business school faculty together with designers and business executives to discuss design practice and business school teaching about design, sponsored by IBM.
- Since 1990, distributed over 500 design related books to 50 business school and public libraries as part of the Library Initiative.
- Developed a library of business school case studies and videos that examine the impact of effective design on successful business.
- Produced Winning through Innovation, a program for corporate executives develop a framework for thinking strategically about design and innovation.
- Facilitated development of the first interdisciplinary courses bringing together students and faculty in design, business, and engineering.
- Collaborated with business school faculty to establish the first full-length courses at business schools about design and business. The Foundation continues to collaborate with over 250 faculty at 70 business schools.

**URL:** <http://www.cdf.org/>

# Software Engineering Institute

## **Governance: Staff, funders.**

SEI now has four offices in US and Europe

Organizations that sponsor and otherwise oversee SEI operations, include the following:

- Office of the Secretary of Defense/Acquisition, Technology, and Logistics (OSD/AT&L)
- Defense Advanced Research Projects Agency (DARPA)
- Joint Program Office (JPO)
- Carnegie Mellon University
- Board of Visitors

## **Funding: Grant-funded.**

The Software Engineering Institute (SEI) is a federally funded research and development center sponsored by the U.S. Department of Defense through the Office of the Under Secretary of Defense for Acquisition, Technology, and Logistics [OUSD (AT&L)].

## **SEI's Purpose**

The SEI's core purpose is to help others make measured improvements in their software engineering capabilities.

**Vision** The right software, delivered defect free, on time and on cost, every time. To be successful, integrated teams of developers, acquirers, and software users must have the necessary software engineering skills and knowledge to ensure that the right software is delivered to end users.

**Mission** The SEI is a preeminent software engineering R&D technology center.

The SEI provides the technical leadership to advance the practice of software engineering so the DoD can acquire and sustain its software-intensive systems with predictable and improved cost, schedule, and quality. The SEI mission includes four objectives:

1. accelerate the introduction and widespread use of high-payoff software engineering practices and technology by identifying, evaluating, and maturing promising or underused technology and practices
2. maintain a long-term competency in software engineering and technology transition
3. enable industry and government organizations to make measured improvements in their software engineering practices by working with them directly
4. foster the adoption and sustained use of standards of excellence for software engineering practice

The SEI works closely with DoD engineering organizations. In addition, the SEI offers continuing education courses based on matured, validated, and documented solutions. The SEI also licenses the packaging and delivery of new and improved technologies, working with developers and acquirers as well as with transition partners -- DoD and industry organizations that help others adopt new technology.

**URL:** <http://www.sei.cmu.edu/sei-home.html>

# Move On

## **Governance: Staff**

Small staff (four at MoveOn.org, plus others at MoveOnPac)

## **Funding: Donations.**

Because MoveOn.org has only a tiny staff, our basic operating costs are very low. You can support our work with a secure online contribution. Almost all of our funding comes through these donations from people like you.

## **MoveOn's Purpose**

MoveOn is working to bring ordinary people back into politics. With a system that today revolves around big money and big media, most citizens are left out. When it becomes clear that our "representatives" don't represent the public, the foundations of democracy are in peril. MoveOn is a catalyst for a new kind of grassroots involvement, supporting busy but concerned citizens in finding their political voice. Our nationwide network of more than 2,000,000 online activists is one of the most effective and responsive outlets for democratic participation available today.

**URL:** <http://www.MoveOn.org>

# Towards Knowledge Building in Professional Groups

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## ABSTRACT

In this submission for the CHI05 Development forum, I reflect on my experience leading the Experience Design community of interest of the American Institute of Graphic Arts and suggest that the focus of the group needs to shift in order to successfully accomplish our mission.

## Author Keywords

Development Forum, AIGA ED, User Experience, Professional Organizations, Design Communities of Interest

## BACKGROUND

Over the last year and a half, as chair of the American Institute for Graphic Arts' (AIGA) Experience Design (ED) national community of interest, I have put much effort into thinking about problems in contemporary design practice and our organization's attempts at addressing them: what we have tried to do in the past and what we have actually done; the set of people we have tried to serve and should try to serve; what the most pressing and relevant problems facing the community are; what activities we should undertake to address those challenges; and how we should organize to effectively work towards their resolution.

Our group began in 1998 as an informal gathering of leading designers at a retreat called the Advance for Design, intended to draw together a small, committed group of practitioners intent on investigating new trends in design and technology. A second gathering was held a year later, after which time the group was formalized as a community of interest within the AIGA, a 90-year-old professional organization for communication designers.

And so began an organized effort to build a community of like-minded people from design and related disciplines interested in advancing understanding of user experience practice.

## SUCCESSES AND FAILURES

Looking back over our accomplishments these last six years, I believe we have primarily tried – with mixed success – to do three things. Firstly, we have functioned as a leading-edge collective of practitioners looking at how design practice is evolving, and trying to feed that back into the general AIGA membership. This I would describe as an internal think-tank function for the larger AIGA, and to this end we have influenced change in the organization's national agenda and helped produce a more broadly-focused and inclusive organization.

Secondly, we have tried to crystallize a community to advance understanding of user experience. In this way, too, we have been successful. We now have over 2500 practitioners and students, and unofficially helped spur the development of other groups with narrower and more specialized objectives (among them AIFIA, IxDG, and UXNet). While these other groups certainly deserve a lot of credit for their community building efforts as well, without a doubt there is certainly a much stronger, and more accessible, community of similar-minded practitioners today than there was before the AIGA ED group came along.

Far less successfully, we have attempted to build tools that can be taken up in everyday use and discussion by design practitioners and design leaders wanting to expand design's potential, with a special emphasis on expanding its strategic impact. We have probably come closest to this goal through our case study initiative (in part through our collaboration with ACM SIGCHI and SIGGRAPH), which has resulted in 38 case studies documented and available for download on the AIGA website. Undoubtedly, though, we can do more to be successful in achieving this goal, as the profession continues to severely lack a formalized body of knowledge about its practice.

## LESSONS LEARNED

Considering the successes we have experienced in relationship to one another, it has become clear to me that the most productive use of the Experience Design has heretofore been to serve the needs of the larger AIGA. We



have been successful by looking for ways to shape and advance the mission of the organization and serve the needs of its members, and we have been least successful in attempting to move beyond the boundaries of the immediate need of our organizational home, in attempting to create tools and products useful in the practice of design. That, unfortunately, is exactly backwards.

### PRODUCTS, NOT EVENTS

In order for professional organizations to stay relevant to their constituents in the future, they must recognize the larger ecosystem of services and organizations available to their members. Rather than look at their membership in isolation, as a stable entity to which need be delivered services, I believe they need to start from the outside – from the needs of real people in the real world – and work their way in to consider the role of the organization in fulfilling those needs.

For no matter how altruistic a professional organization's mission, it inevitably is beholden to its funding model. For the AIGA and the like, that means that every activity undertaken, whether done so consciously or not, needs to support the goal of getting existing members to “re-up” their membership. The organization's revenue comes almost entirely from membership dues and from annual member conferences. The underlying promise offered to members in exchange for their dues and fees is a sense of community – a place to fraternize and compare notes with colleagues of similar mind.

Hosting events, with the corresponding discount given to existing members, thus become the most effective way for professional organizations to encourage members to join and re-subscribe. Looking at this from a customer point of view, the point of view of the member, the underlying promise seems to be an opportunity to belong. A chance to have a home, a place – whether virtual or real – to go to connect with colleagues. And therein lies the problem. In our hyper-connected world of social networks, web communities, mailing lists, and meet-ups, we now simply have too many places to belong.

Stepping back from that, I believe it is useful to ask again about the larger purpose intended by our various professional associations. For the AIGA, it is “furthering excellence in communication design as a broadly-defined discipline, strategic tool for business and cultural force.” The subsequent discussion, then, is about, how exactly to do that. If we see “furthering excellence” as synonymous with innovation, then we can say that the challenge is to take the practices and characteristics of high-end design, now accessible primarily only to those at the leading edge of practice, and attempt to find ways to make only the most important and functional benefits available to more people, at a cheaper price point.<sup>1</sup> In other words, the task at hand is to create a means for consolidating and sharing

foundational knowledge of design, to make basic design accessible to more people.

To do that effectively, we need to build tools that make knowledge of design easier to acquire. I believe a more effective approach to doing this would be to create organizations that build knowledge products of these and sell them to design consumers. Instead of deriving revenue from membership dues, these organizations would maintain themselves through fee revenue attached to the products they sell. The effect of such an approach is to create more direct alignment between the needs of the organization and the needs of its constituents. In short, they have an incentive to be useful, in order to compete directly for the dollars of the larger market opened up to them, beyond that their members.

Case studies could be an example of one such “knowledge product”. Case studies have been one way that other fields have codified knowledge from problems encountered by leading edge practitioners and made them interesting and relevant to a wider audience. As an imperfect but nonetheless useful reference point, Harvard Business School produces approximately 350 business cases per year. And their incentive for doing so is great – they sell an average of 6 million cases per year. At around \$6 each, that makes for a \$36million revenue stream. Now of course, I would not argue that the appeal of design cases would make for a market of a similar size. And neither am I saying that the intention of professional organizations should be to bring in revenues on the order of \$36million. But if the intent of these organizations is to influence practice, to make it better, more excellent, more impactful, I do believe they need to find ways to get their practices out into the world at the order at a scale of reach comparable to those that business cases enjoy.

### CONCLUSION

It is a truism to say that all institutions initially founded to serve a vital and noble purpose inevitably end up concerned mostly with furthering their own existence. Professional design organizations, though sincerely intent on promoting better design in the world, are locked in a trap of maintaining the size of their membership and the corresponding revenue garnered from dues. To truly serve their missions, however, organizations must think beyond justifying their existence through annual conferences and other events and create a product which can be marketed to a broader constituency. It may be the only way to avoid irrelevance.

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# 'User Experience' Design

## A new form of design practice takes shape

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### ABSTRACT

This paper outlines my professional background and interests in the 'user-experience' field. I summarise my current relevant responsibilities related to my employment as a specialist in 'user experience' design and my SIGCHI activities. I also summarise some observations on the emergence of 'user experience' as a focus for the professional practice of interactive system design and observations on some directions for the future.

### Author Keywords

Position paper

### ACM Classification Keywords

User Experience, User Interface design, Interaction design, Usage centred design.

### INTRODUCTION

'User experience', in the context of the professional practice of interactive system design, encompasses the notion that many aspects determine the type of experience that comes from using a device, product, system or service (all of which I will refer to as the 'design'). It also encompasses the notion that many aspects can be designed to generate positive results for the users of a design. This notion is rooted in, and extends, a long tradition of usage focused design in the areas of Ergonomics/Human Factors, Usability Engineering, Human Computer Interaction, Interaction Design. 'User experience' design is an understandable extension of these traditions and brings a more holistic perspective to how people need to be considered in relation to the ways we use technologies. In recent years a more diverse array of human behavioural specialists such as anthropologists, ethnographers, sociologists, have also begun to play a significant part in developing the field.

Interest in the field is being fuelled by the rapid and unprecedented growth in the use of interactive systems that

employ computational technologies. The use of such systems is becoming embedded in the way we live our lives in so many diverse ways.

Interest in 'user experience' is also being driven by the aggressive way in which businesses worldwide are seeking commercially viable applications including, among many examples, IT at work, WWW, mobile telecommunications, audio-video entertainment, digital imaging, etc. And many corporations are also looking for new 'competitive edges', and for new ways to satisfy consumers and customers. Whilst the origins of these drivers are the wealthy western and eastern advanced industrialized societies, we also see the rapid emergence of other major markets, most notably India and China.

### PROBLEM?

Why is 'user experience' such a 'problem'?

The way we traditionally design as professionals and as societies is challenged by the combination of 1) the diverse ways we are making use of computational technologies, and 2) the importance of adapting the technologies to the way we behave as individuals and as social beings in our various contexts. These developments are stimulating new perspectives on design and research that are emerging from many overlapping interests in the fields of marketing, technology research and development, design practice, the human sciences, and the social sciences.

These trends are creating significant challenges for the various professional societies that currently represent significant parts of the communities interested in 'user experience'. Whilst the traditional fields of interest remain relevant, interest in 'user experience' is throwing up new foci of attention that are not readily covered by existing professional societies. The emergence of 'user experience' has parallels with the emergence of HCI as a specific field in the 1970s' and 80s'.

The emergence of 'user experience' challenges the current professional societies to examine the relevance and scope of their 'domain of concerns and interests'. The development of recent conferences on the subject as well as this Development Consortium bear witness to the view that the

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current professional societies do not offer the type of representation desired by many professionals. Therefore it is timely that the topic of ‘user experience’ and how it is professionally represented needs to be addressed.

### **SOLUTION?**

We need to take a medium to long term view of the issue. ‘User experience’ is not a ‘passing phase’.

The Development Consortium can make a valuable contribution to helping us understand the nature and scope of ‘user experience’ research and design. In short help us define the ‘market’. The main issues to consider include:

- what is the scope of the ‘field’ and the nature of the need?
- who constitute the ‘user experience’ research and design community?
- what type of professional backgrounds are most closely associated with ‘user experience’ research and design, and what are they generally employed to do?
- what are the differentiating characteristics of the community compared with comparable professional communities?
- what type of events; conferences, professional meetings, workshops do ‘user experience people’ want to participate in?

One workshop will not provide all the answers. Many of the answers will only become apparent as the field evolves and ‘finds its’ feet’. But the Development Consortium can make a valuable contribution by generating a shared understanding of the field as we see it today. This will enable the various professional societies to evaluate their own positions and to address the extent to which they should (or should not) cater for ‘user experience’ interests currently and in the future. Correspondingly the output of the workshop should also help clarify whether there is a need for an additional professional society, and what form such a society might take.

In the shorter term I anticipate many opportunities for inter-society cooperation will emerge from the discussion, and, not least, opportunities to develop a mutually beneficial programme of conferences.

### **PROFESSIONAL BACKGROUND, EXPERIENCE AND INTERESTS**

Some 30 years ago I began my career in Ergonomics (= Human Factors), first working in applied research and then shifting focus to the application of usability engineering principles to the design of consumer products and systems. I worked with designers of various persuasions including Software, Engineering, Industrial, Product, Interior, and Graphics. Since 1986 I have worked for Philips Electronics, initially as manager of the Human Factors Group in Philips Design where, together with various colleagues, we pioneered the development of interaction design and usability engineering in Philips. Currently I work in our Corporate Applied Technologies Laboratory, developing a Usage Centred approach to our advanced software development projects. Philips is one of several examples of corporations that are taking up ‘user experience’ (or similar themes) as a critical commercial issue for the coming years.

I am also an active ACM SIGCHI volunteer. Currently I am the SIGCHI Adjunct Chair for ‘Specialised Conferences’ (all the SIGCHI conferences other than CHI) and a member of the SIGCHI EC. Most of these conferences involve cooperation with related societies in one form or another. I have also been active in various SIGCHI conferences including the following. I was Co-chair of Design Briefings for CHI 1997. I co-chaired DIS 97. I was also a member of the DIS 2000 organising committee, which involved contributing to the development of the ‘design case study’ format. The format aimed at developing a way of documenting practitioner work. As a result I also contributed to the ‘design case study’ format used for DUX 2003. I have been, and remain, a strong advocate of developing effective practitioner involvement in SIGCHI.

# ACM SIGGRAPH User Experience Initiatives

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## ABSTRACT

There has been a substantial growth in the number of educational and networking opportunities for professionals in the computer graphics and related fields in the last three years. One of the fastest areas of growth is in the field of computer user experience and the development of cultural communities through the advent of portal technologies, blogs, and wikis.

## Author Keywords

Cooperating Societies, special interest groups, user experience.

## ACM Classification Keywords

UX

## INTRODUCTION

ACM SIGGRAPH is exploring a number of avenues to retain its excellence in the field of computer graphics and interactive techniques. As the field has expanded the growing diversity at the main conference needs to be supported. The Executive Committee (EC) and the Conference Advisory Group (CAG) working in cooperation are looking into several avenues that could be adaptable to the UX community.

## COMMUNICATE

The first step is to communicate with the professional groups that support the community. We seem to think that we have the answers and solutions. We won't know if we need to form a new society without asking, and we can't re-think what it means to be a cooperating society without bringing the individuals that has the power to make those decisions together. Then because we are mostly an elected volunteer base how do we sustain that communication and cooperation over multiple terms? It can be done, but it will take champions in each participating society to achieve the goals. But open communication with all the players is the first step.

## SMALL CONFERENCES

The number of small conferences that ACM SIGGRAPH sponsors on a yearly basis has grown to forty, which is a growth of almost fifty percent in the last three years. Unlike the annual SIGGRAPH conference, these small conferences deal with specific subsets of the computer graphics field. More often than not, these small conferences are sponsored by multiple SIGs within the ACM family or with sister organizations that have members with similar interests. These conferences range in the 100 to 250 participants.

As the ACM SIGGRAPH small conferences program has expanded there has also been an increased need to support those conferences with more publicity and advertising support. There is a need to provide more than just a link off of our main web page in an effort to get information out about these programs. ACM provides the approver from every SIG a list of events that are occurring within a three-month window of the event. These database lists could be applied to a central calendar that would support all the activities of the ACM SIG family.

As portal and XML technologies evolve, the ability to repurpose content in multiple ways will be important to our members. The use of dynamic Web content and taxonomy-based delivery mechanisms, similar to Amazon.com, could give our membership information concerning other learning opportunities in the categories that support their interest. All information on an event could be entered once by the organizer of the conference, and then distributed to SIG members as interest is displayed.

In a similar vein, most small conference are attended by word of mouth of the organizers, published final reports, summaries or event reports with pictures that give the professional a flavor of what the conference is like. ACM SIGGRAPH gives a small monetary sum to one attendee for writing an event report for a small conference. As the number of conference opportunities grow so do the decisions on which conference to attend, these users experience and summary reports will allow the professional to make informed decisions.

**HUB CONCEPT**

In an effort to support the growing diversity of our membership, the EC and the CAG are looking jointly at a Hub Concept for the annual conference.

The Papers Program has been the center of the technical excellence of the annual conference. Last year's program received a record number of submissions, totaling near 700, with 88 accepted papers in 22 different categories. Even still, this represents a small subset of the diverse topics within the community. Other programs, such as the Sketches and Courses, are experiencing similar growth.

The Hub Concept will take a two-prong approach. The first will be to have the spokes of the wheel being co-located small conferences that will run prior to the annual conference. From those small conferences the best papers, panels, sketches, and courses will be peer reviewed with a finite number of slots allotted to these quality submissions. This could work well with the UX community where the diversity of interests spans multiple disciplines.

SIGGRAPH and most of the small conferences have a defined view of what a technically excellent submission contains. All of these submissions are peer reviewed with the same process from year to year. This leaves little room for a case-based course or paper to be accepted. In many experienced-based venues case-based submissions are the norm. The organizers of each co-located conference would set the standard for submissions, and the peer review process for the main conference would be based on the criteria set by the individual small conference.

The Hub Concept also provide opportunities for the intermingling of diverse communities at joint sessions, and the ability for any attendee to sit in on sessions that are of interest in the other small conferences.

**BLOGS AND WIKIS**

Last year SIGGRAPH introduced both a conference blog and wiki. These met with mild interest, mainly because advertising and pre-conference hype was minimal. It is hoped that these will be expanded this year.

Every group has its "star" players, be it people or topics, and capitalizing on the "star" in the form of a blog will allow intercommunication among like-minded people. The concept of sites, such as TheFaceBook, allows college students to post information about themselves so other people AT THE SAME COLLEGE can view that information, could be applicable in this discussion as well. It is sort of a networking tool that allows people to communicate in non-threatening ways.

As security issues arise these can go behind portals, where members can respond and participate, while non-members can only read. Participation in vital blog could help promote membership as well as provide useful discussion among the community.

Intronetworks provides this networking opportunity at conferences where meeting a person with similar interests in a crowd of over ten thousand is slim. Each participant at the conference is given the choice to enter interests through kiosks situated throughout the venue. Through tracking, participants spark meaningful professional partnerships with this comprehensive, interactive, online directory of technology players. A similar concept could be applied to a map technology to allow users throughout the country, or globally for that matter, to connect.

**CONCLUSION**

The user experience is paramount, and you have one shot to make an impression on your membership base. If it is good loyalty will follow, but if it less than optimal, there are many possibilities for the professional to find what they need. Knowing what they need is the first step; working cooperatively among the SIGs and to provide the sense of community will be obtained if the first goal is met.

**Author**

Barbara Helfer graduated with a Masters of Mass Communications from the University of South Carolina in 1979. She went on to get an associate degree in Broadcast Engineer in 1982. She first started working in the computer graphics at the Ohio Supercomputer Center with the Ohio Supercomputer Graphics Project and aPE the Animation Production Environment a data flow scientific visualization package. She then went to work for the Advanced Computing Center for the Arts and Design at Ohio State University and managed the Emerging Technology Studio (ETS) a multimedia that helped art professors in the College of the Arts use technology in traditional classes. From Ohio State she spent over a year at the Naval Postgraduate School in the MOVES Institute archiving video, researching distance education and SCORM technologies, visualizing 3D objects on the web with X3D, and working with the America's Army Project archiving the progress of the game. She is now at Capital University where she is the Director of New Media Services, which deals with the Web, distance education, and portal technologies.

She has volunteered in ACM SIGGRAPH related activities since 1991 when she started reviewing courses for the annual Conference. She was Conference Courses Chair in 1997 and 1999. In 2001 she was Pathfinders Chair, a program that she helped initiate in 1998. In 2002 she was elected Vice President of ACM SIGGRAPH, a position she holds today.

**ACKNOWLEDGMENTS**

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