TriUPA

Upcoming Events

Professional Development

06.23.2010 —

Webinar: Search Analytics

07.15.2010 —

Webinar: Remote Usability Testing

08.05.2010—

Webinar: Storytelling for UX

09. 23 — 9.24. 2010 —

UX101

http://morebetterlabs.com/ux101/

09.26.2010—

Webinar: Online Persuasion

TBD —

Workshop: Good Design Faster, Leah Buley, Adaptive Path

Community Events

07.15.2010 —

Healthcare Part 2

11.10.2010 —

World Usability Day

Social Events

07.20.2010 —

Trivia Night

visit triupa.org to register

Letter from the President

Another quarter has zipped by and, as always, lots of great things have been happening at TriUPA!

The big news of the quarter, by far, is a completely revised and vastly improved TriUPA web site (triupa.org). The site now features a front and center **Next Event**, easy access to the **Triangle UX Blog**, job postings, and Upcoming **Events**. The new web site is brought to you by the hard work of **Jackson Fox** and **Susan Teague-Rector**, our former and current Directors of Technology. Let them know what you think of the new site via the easy to use Feedback feature!

In late March, the Community Events team brought you **Dr. Janey Barnes**, who spoke with us about human information processing. During the informative and interactive session, we delved into human information processing, including perception, memory, attention, and decision making. She did an extraordinary job of linking usability principles to the underlying human information processes and discussed examples that adhere to or violate usability principles because designers do take into account how the human processes information. The audience response was so good that the Allscripts Business Analyst community asked her to come back to speak with the business analysts in June.   In mid June, the Community Events team also brought you the **Real World Content Strategy** session with **Michael Gowan** of Duke Medicine.

The Executive Council has recently added **Jake Geib-Rosch** as Co-Director of Community Events, where he has been hard at work along side **Katrina Lee** planning and setting up our highly regarded Community Events series.   See the Member Spotlight section of this newsletter for more insight into Jake.

Mark your calendars for July 15th, when we host **Dr. Naomi Glasscock** and **Teri Brooks** presenting **Healthcare Part 2: a Human Factors Approach to Patient Queuing in a Children's Clinic**, a follow up to our highly popular **Human Factors in Healthcare** presentation last year.   This presentation will describe actual observations obtained during an effort to observe patient flow through a hospital-based children's clinic. Applying human factors to one step in the process rendered positive results and a solution that was embraced by the staff and made its own. Don't miss it!

The Social Events Team is planning another Beverage User Interface (BUI) again soon – keep your eye on the TriUPA Event calendar. Be sure to participate in the fun and challenging **UX Trivia Contest** on July 20th.

The Professional Development team, thanks to **Evan Carroll**, has engaged **User Interface Engineering** to donate a year-long series of free afternoon **Webinars**. Look for upcoming webinars on new topics of Remote Usability Testing, Online Persuasion, Organization Schemes, and more.

We continue to need your help. In November we will host **World Usability Day**, and have exciting events planned. Contact us if you would like to be part of the planning team. Keep sending us your ideas and suggestions. Continue to take the time to speak to any of the officers at a TriUPA event. Or email any of us--you always can reach me at president@triupa.org.

Until next time,
Don

Member Profile: Jacob Geib-Rosch

Get to know the members of our community!

1) How did you get into the usability field?

While working as a book designer at a printing company, I was given the opportunity to work on designing a system to build web sites for our authors. When the opportunity to work in software permanently for the same company came along, I jumped at it.

I've been working on web app design for the past three years now, and it's clear that usability has the potential to redefine the software landscape in a tremendously positive way. When I was getting started, the fact that the industry was only just learning how to listen to users was mind-blowing to me. As much as I enjoy visual design and web development, if it just looks pretty without doing its job, then I don't feel like I've done mine. Knowing that I've made something easier for people to use makes me feel good.

2) What is your present job? What are your primary responsibilities?

I'm currently working for a photo book startup called Group Story. This is my second photo book startup, and

it's exciting to get a chance to apply some lessons I learned from my last job. Given the size of our group, (just five employees, including myself) we're able to be an incredibly nimble and responsive team. Not only am I the sole front-end guy on the project, but I'm also serving as the project manager, since I keep one foot in the tech side of things and one foot in the consumer side. While I can't say I love being a PM as much as I love UX, it is pretty satisfying to see the results of keeping the team moving in a semi-organized fashion.

I also do web development for User-View, a local human factors consulting firm.

3) What user experience related books, sites, or journals are on your "must read" list?

Well, aside from the well-known 'Don't Make Me Think' by Krug, I'd have to say 'Prioritizing Web Usability' by Nielsen and Loranger and 'Designing the Obvious' by Hoekman have all proven to be valuable resources. These are the books that really opened the UX door for me. A List Apart is always great for articles, and I enjoy design mind The best UX/web dev folks I

follow on Twitter are zeldman and chriscoyier.

4) Can you tell me about a time you when you thought "Wow! That was a great user experience!"?

Netflix was the first thing that really made me sit up and take notice. When I went to their site for the first time, it felt like walking through the movie store, but simpler. Combine that with amazing recommendations driven by a dead-simple rating system, and pop-ups that showed you what you wanted to know about a movie with almost zero effort, and it was super easy to pick movies. It's only become better now that I can instant-stream a ton of titles.

Most recently, divvyshot, an event-based photo storage site, has been pretty eye-opening. They sacrificed what I think of as traditional usability for style. The interface was icon-driven and provided labels only on hover-over, with a design that was incredibly subtle and slick. I felt good using it because it made me feel awesome, not only because it was simple to use. It helped me remember what UX is about: sculpting the whole experience, not only making functionality easy to use.

Inside TriUPA

Q: Why should my company sponsor TriUPA?

Corporate sponsors receive complimentary memberships for their employees, discounts on training programs, job postings on our website, and recognition at our events and in our publications.

As a corporate sponsor of TriUPA your will increase your visibility in the local user experience and design

community and enhance your corporate image. You stand apart as a company who cares about it's customers and their experience when they interact with you.

For more information about sponsorship, please visit our website at http://www.triupa.org.

Event Recaps

Community Event:
Human Information Processing

At our May Community Event, Janey Barnes spoke about Human information processing and how it relates to a user's experience. Human factors is a science in which the theories and models of human behavior are applied to design. There are specific behaviors that affect how humans process information which designers should be aware of when they are creating

The presentation linked usability principles with the human behaviors of perception, memory, attention, decision-making, expectation, forgiveness, and feedback. When designers violate these principles, the user experience suffers. Dr. Barnes provided several "before and after" examples of sites that were redesigned with human information processing in mind.
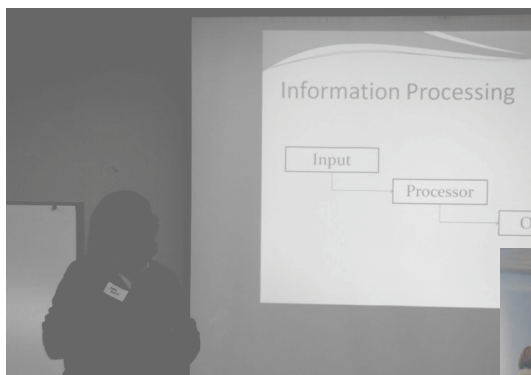
Professional Development:
Webinar Series

TriUPA is proud to offer viewings of the User Interface Engineering (UIE) webinar series to our members this year. Held at various offices around the Triangle, these virtual seminars provide top-notch ongoing education opportunities in 90 minute increments.

In addition to great content, watching the webinars with fellow TriUPA members provides and opportunity to discuss and learn from your local colleagues. So far, in 2010, the series has included:

- A Practitioner's Guide to Prototyping
- Answered! Your Top Questions on Web Form Design
- Visual Design Essentials for Non-Designers
- Content Strategy

Upcoming topics for the reminder of the year include: remote usability testing, online persuasion, organization schemes, AJAX essentials, visual design, and more! Look for details to be announced on the TriUPA listserv and website.

TriUPA Web Tip
Member Profiles

Please take the time to update your Membership profile on the TRIUPA Website at www.triupa.org.

Our membership directory can be a great resource to connect with colleagues and make contacts at different companies—but only if the information is up to date and correct!

Community Event
Real World Content Strategy

The June TriUPA event focused on Content Strategy and featured Michael Gowan, the head of Content Strategy for Duke Medicine.

Quite often with this relatively new field, discussions are relegated to the theoretical, and Michael wanted to bring a real world perspective to the discussion. Speaking from his experience with Duke Medicine, Michael talked about working with stakeholders, defining requirements, creating meaningful content and the all-important task of keeping 12,000 pages of information current and applicable in the ever-changing environment of healthcare.

Following the presentation, area Content Strategy Professionals engaged with Michael in a fascinating discussion on their own experiences to try to get to the bottom of such issues as 'what is the best way to work with marketing?' and 'how does one define requirements for content?'
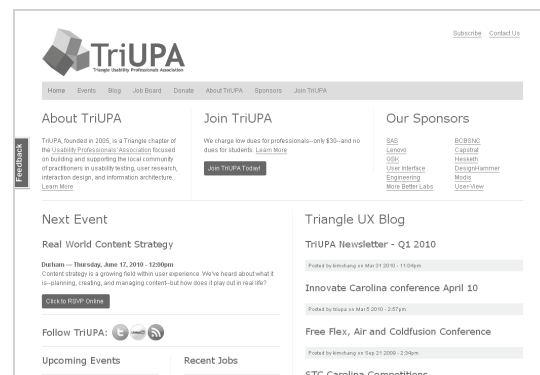
If you missed the event, don't worry, there's little doubt that this won't be the last time TriUPA hosts a discussion on this emerging field. In the meantime, feel free to find Michael's presentation at **http://bit.ly/dukecontentstrategy**.

New TriUPA Website goes live

The newly redesigned TriUPA web site is now live!

Triupa.org aims to provide a streamlined user experience for our members by providing access to event announcements, job listings, and blog posts all in one place. The new web site features expanded functionality - including the ability to submit a job posting via an online form and multiple rss feeds for different areas of content. We've also modernized the design with a freshened up look and feel.

TriUPA.org was designed and developed by Jackson Fox (Emeritus VP of Technology) and Susan Teague-Rector (Director of Technology). The new site was developed using the Drupal open source content management system. Membership

and event registration continue to be handled via ClubExpress, which manages our membership and online payment transactions. Many thanks to Jackson and Susan who have spent countless hours working on this site.

If you are interested in writing for the blog, please let us know! We are always looking for contributions from our community.

Get Involved!

We are always looking for new ideas for events and volunteers to help us run them. Don't be shy! Contact the anyone on the Executive Council via http://www.triupa.org, if you have an idea to contribute.

About TriUPA

TriUPA, founded in 2005, is the local chapter of the Usability Professionals' Association, focused on building and supporting the Triangle North Carolina community of practitioners in usability testing, user research, interaction design and information architecture.