

Upcoming Events

Professional Development

10.14.2010 —

Webinar: AJAX Essentials with
Derek Featherstone

11.01.2010 —

Workshop: Good Design Faster
with Leah Buley

11.15.2010 —

Webinar: Visual Design for Web
Applications with David Rivers

12.09.2010 —

Webinar: A Deeper Dive on the
UX-Team-of-One Theory with
Leah Buley

Community Events

11.10.2010 —

World Usability Day

Social Events

12.14.2010 —

UX-mas Party



Letter from the President

Mark your calendars! We have lots of exciting events coming up at TriUPA. First is **World Usability Day** on November 11, 2010. We are co-sponsoring the event with the help of the **Carolinas Chapter of the Human Factors and Ergonomic Society** (HFES). The folks at our Partner sponsor **SAS** have again volunteered their facilities in Cary for the event. In addition to several speakers about this year's WUD theme of communication, we will also be sharing the results of the **Amazing Places** game. If you have not already done so, check out the game at the TriUPA website! Our game is inspired by the DARPA Network Challenge, and the Amazing Race television series. We've posted photographs of locations around the Triangle. Your mission is to identify the locations we've posted and take a picture of you and your team at each location. Then post your pictures by following the instructions at the TriUPA Facebook page by the deadline of November 1, 2010. It is easy and fun, plus the winning team will be recognized on the night of the WUD with prizes!

Also coming up November 1st will be the **Good Design Faster** workshop with **Leah Buley** of the TriUPA Partner sponsor **Adaptive Path**. Leah will be speaking about design sketching fundamentals, why sketching is an effective tool for collaborative design, ideation through sketching, collaborative critique and iteration, and more in this interactive, hands-on workshop. Don't miss it!

Our hardworking Community Events team continues to bring you exciting and interesting speakers about a wide variety of usability and human factors topics. In July we hosted **Dr. Naomi Glasscock** and **Teri Brooks** presenting **Healthcare Part 2: a Human Factors Ap**

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proach to Patient Queuing in a Children's Clinic, at Silver sponsor GlaxoSmithKline facilities in Cary.

In September, the team brought you **A Day In The Life Of A UX Professional - Panel Discussion** co-hosted by TriUPA And UNC ASIS&T. This panel discussion was geared for those interested in a career in user experience, and gave attendees a chance to learn more about the day-to-day experiences of practitioners in the field. Participants learned about the daily responsibilities and nuances of the user experience (UX) field, as well as the kind of experience and portfolio needed to start a career in UX.

In other news, we have lost our Director of Technology, **Susan Teague-Rector** to the fine state of Colorado. In spite of moving, she has graciously volunteered to continue her great work on managing the TriUPA website remotely. We will miss her here, however, and thank her for all her hard work on keeping our website active and updated.

Let us know if you would like to help out with **World Usability Day**. If you are interested in becoming more involved with TriUPA, consider running for an open position on the **Executive Council** during the upcoming December elections. Thanks to all our member and sponsors for your continued support.

Until next time,
Don

Member Profile: Heather Hesketh

1) How did you get into the usability field?

From the beginning what excited me about the Web was that by design a myriad of people in different cultures, sub-cultures, and sub-sub-cultures interact with it. To be effective online requires balancing — goals, user needs, and technical feasibility. User experience brings to bear methodologies from applied anthropology, computer science/human factors, and marketing to strike this balance. So, it was UX that brought me to the Web, not the other way around.

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

My role at hesketh.com has evolved over the years—from lead practitioner to leader. Fortunately, being a CEO and being a UX practitioner aren't really that different — especially if you tilt your head just so! It's all about people and motivation, after all.

At heart, I'm a problem solver. What changes isn't my profession, but the problem set. My problem set now is running two profitable companies in a down economy, helping to create a local environment that supports social entrepreneurship, and

finding more ways we can help nonprofits internalize that the goal with operational costs isn't to minimize, but to optimize.

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

The user experience I'm most focused on now is that of our clients and employees. Internally, I've worked to instill a culture of empowerment and accountability. Key to these efforts is management inspired in part by *First, Break All the Rules*. We're applying this approach to performance management from the individual through the practice teams and into customer accounts. I also look to *Crucial Conversations* for a broad spectrum of insights — from effective consulting practices to running a business to just having a happy life and important conversations with your significant other.

From a usability practice standpoint, my team and I follow all the usual suspects — like Steve Krug and Edward Tufte — and we keep big picture ideas in play around how people's modes of communicating and expectations for information are changing. In this venue, Clay Shirkey's *Here Comes Everybody* and *Cognitive Surplus* have been really interesting

reads. We've also enjoyed *I Live in the Future & Here's How It Works* by Nick Bilton. Usability professionals are best served by engaging with macro-trends. When we talk about scalability, we often focus on how organization's goals & information needs will change and accommodating those things. We also need to be thinking about how users' expectations are evolving and designing for that change.

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

Top of mind is *Power of Now*, a book I return to frequently. The book offers simple, visual pauses to reflect. It's a book that you need to "sit with," and this simple design approach helps remind you to slow down and comprehend, rather than just plow ahead.

The approach is very different from the artificial chapter structures or the pseudo-pop quizzes that you see in most management book. The design of *Power of Now* is an effective user experience because the pauses highlight exactly where authentic learning opportunities exist. Like all great UCD, it anticipates the users' needs, even before they know they exist.

Keep up with TriUPA

If you are a member, be sure to join our [LinkedIn group](#).

Follow us on Twitter @triupa.

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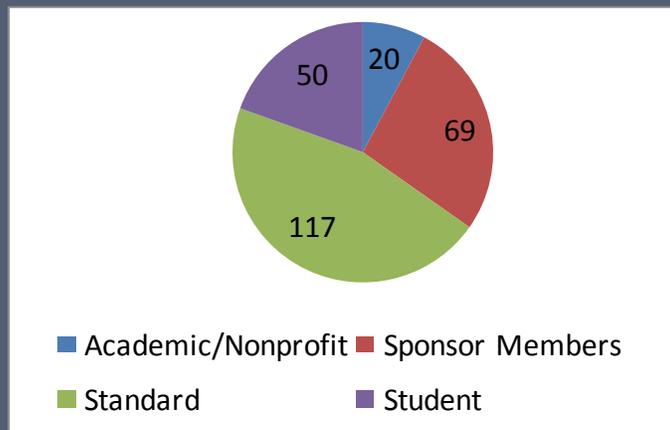
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- User-View
- DesignHammer
- Modis

Inside TriUPA

Q: What kinds of people belong to TriUPA?

A: TriUPA currently has 256 active members. The majority (117) of our members are of the "standard" type, but we also have 69 members who are part of sponsoring companies, 20 academic/nonprofit members, and 50 student members.

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



Events

Community Event: Healthcare Part 2

The TriUPA July event was entitled *Healthcare Part 2: A Human Factors Approach to Patient Queuing in a Children's Clinic* and featured Teri Brooks and Naomi Glasscock.

Teri and Naomi explained how they were able to bring increased efficiency to the patient appointment system at the UNC Children's Clinic despite strict limitations on their ability to change any of the clinic's complex and decentralized electronic scheduling systems. Using their knowledge of human factors, they were able to build a system of labels that made it much simpler for residents to find their patients' files and plan for the work ahead of them.

Teri and Naomi brought the audience into the discussion of their solution through a highly engaging presentation and audience participation. Their presentation made for an excellent follow-up to some of the principles discussed earlier in the year, and showed how a basic understanding of human factors and usability can have a significantly positive impact in the workplace



Can you find these Amazing Places in the Triangle?

World Usability Day 2010, on November 11, 2010, will focus on how products and services impact and facilitate communication around the world. Here in North Carolina, the Triangle Usability Professionals Association (TriUPA) and the Carolina Human Factors and Ergonomics Society (HFES) are teaming up to sponsor a communication game to encourage more communication among chapter members in addition to the annual World Usability Day celebration.



How do you communicate in everyday life? Put your communication skills to the test with the "Amazing Place" game. We've posted photos of a variety of locations around the Triangle to the [TriUPA Facebook page](#). Your task is to identify these areas by communicating with other people, and the goal is to connect with TriUPA and HFES members and meet new people. To make it interesting, we've made it a competition.

The Game:

Our game is inspired by the [DARPA Network Challenge](#), envy of [The Amazing Race](#) participants, and the [WUD 2010](#) theme of [Communication](#). We've posted photographs of locations around the Triangle. Your mission is to identify the locations we've posted and take a picture of you and your team at each location. Then post your pictures by following the instructions at the [TriUPA Facebook page](#) by the deadline of November 1, 2010.

Welcome New/Renewed Members!

Eileen M Allen
Jay Almers
Daniel M Beaver-Seitz
Todd M Eischeid
Rachel Fithian
Kate Fleming
Heather Frantz
Norman Johnson
Courtney Jordan
Steven Keith
David Lines
Siewen Liu
April McGee
Alexander Mignolo
Julie Radford-Davenport
Paula Rigoli
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Johanna Shelby
Avinab Singh
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