



The theme for 2010 is:

## Communication

*Start planning today for our 6<sup>th</sup> anniversary of World Usability Day!  
It will take place on Thursday, November 11, 2010*

The theme for the sixth annual World Usability Day (WUD) is Communication. As part of World Usability Day, the Indiana Chapter of the Usability Professionals' Association is hosting an event on Thursday, November 11, 2010 from 8:00am – 6:00pm with a full day of workshops presented by Aaron Marcus. Everyone with an interest in usability is invited!

### Communication

World Usability Day 2010 will serve as an impetus to creating greater awareness for designs, products and services that improve and facilitate communication around the world.

This year's events and forums will focus on how products and services impact communication. Programs will examine all products and services used in the communication process including: cellular phones, mobile devices, social media, email, video, and perhaps other exciting technologies that may not have hit the mainstream!

### Map and Directions

The conference will take place at the IUPUI Campus Center.

### IUPUI Campus Center

420 University Blvd (southwest corner of Michigan St. & University Blvd). The Vermont Street garage is connected to the southwest corner of the Campus Center.

Map and additional info: <http://www.life.iupui.edu/campus-center/about/maps.html>

### Presented By:



**Indiana Chapter of  
Usability Professionals' Association**

Promoting usability concepts and techniques

For more information: <http://indiana-upa.org/>

### Workshops

Aaron Marcus will be presenting two sessions: Morning: cross-cultural user interface design. Afternoon: mobile user interface challenges. An exercise will accompany each session.

Mr. Marcus is the founder and President of Aaron Marcus and Associates, Inc. (AM+A). A graduate in physics from Princeton University and in graphic design from Yale University, in 1967 he became the world's first graphic designer to be involved full-time in computer graphics.

### Tentative Schedule

**8am – 8:30am Registration**

**8:30am – 12:30pm**

#### Workshop 1

- Introduction to User Centered Design (UCD) and work of AM+A's process
- Quick cross-cultural conversations test
- Cross-cultural UX design
- Exercise in analyzing UI components per culture components

• Green machine presentation

**12:30pm – 2:00pm Lunch**

**2pm – 6pm Workshop 2**

- Introduction to Mobile UI challenges
- Mobile and cross-cultural UX and social networking
- Mobile green machine
- Mobile health machine
- Mobile TV lectures
- Exercise in analyzing or designing mobile screens

**6pm – Networking**

### Conference Fees

Professional: **\$50**

Student: **\$30**

Conference fees include lunch.

### Registration

Register online at:

<http://vgn cds.bs u.edu:82/forms/cics/wud2010/>

### Event News

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### Sponsors

The Center for Information and Communication Sciences at Ball State University

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