

MSU Celebrates World Usability Day on November 13

Contact: Sarah Swierenga, Usability/Accessibility Research and Consulting (UARC), sswieren@msu.edu; Carla Hills, University Outreach and Engagement, hillsc@msu.edu, (517) 353-8977

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For Immediate Release

EAST LANSING, Mich. – Marking a ten-year anniversary, Michigan State University's Usability/Accessibility Research and Consulting (UARC) will host **Michigan World Usability Day** on Thursday, November 13, 2014, at the MSU Union.

Since 2004, MSU has led the way in raising awareness about the importance of usability, accessibility, user experience, and user-centered design. The inaugural World Usability Day was held in 2005, ushering in an era that focuses on the strides that have been made in creating usable products and educating millions of people about how usability affects daily life.



University Outreach and Engagement

Usability/Accessibility
Research and
Consulting

Kellogg Center
219 S. Harrison Road Rm. 93
East Lansing, MI 48824

517-353-8977
Fax: 517-432-9541
usability.msu.edu

“Our goal all along has been to offer IT and UX professionals and practitioners the most current topical information available from experts in the field,” said Sarah Swierenga, UARC director. “The strong support and continuing collaborations with industry and academic partners have been key to our success, not only with Michigan’s World Usability Day event, but our entire operation at UARC.”

Presentations include:

“*Designing and Building the User Experience*,” by Scott Wilthew, Director of Web Development at **Jackson National Life Insurance Company**

“*Mobile Accessibility*,” by Gian Wild, Director, **AccessibilityOz**

“*Mobile First Government*,” by Jim Taylor, Chief Technology Officer; Kurt Opel, e-Government Consultant; and Matt Dempsey, e-Government Consultant; at **Oakland County, Michigan**

“*Engaging Mobile Automotive Shoppers*,” by Jodi Bollaert, Customer Experience Strategist at **MRM/McCann**

“*Leveraging Human Behavior to Drive Engagement*,” by Erik Wesslen, User Experience Designer at **TechSmith**

[Online registration](#) is currently open. Event day onsite registration begins at 8:00 a.m. and presentations are from 8:30 a.m.-12:00 noon at the MSU Union. Tours of the Usability/Accessibility Research and Consulting facility will be available from 1:00 to

3:00 p.m. at the offices located on the Garden Level (Room 93) of the Kellogg Hotel and Conference Center, 219 S. Harrison Road in East Lansing.

Sponsors joining UARC for this year's event include: TechSmith, Michigan Usability Professionals' Association; Michigan CHI (Michigan Chapter of the Association for Computing Machinery's Special Interest Group on Computer Human Interaction); MSU College of Communication Arts and Sciences; MSU Department of Media and Information; MSU Information Technology Services; MSU Office for Inclusion and Intercultural Initiatives; and MSU Office of University Outreach and Engagement.

World Usability Day is the largest gathering of industry professionals, world-class academics, government leaders, and students facilitating the advancement of usability, user experience, and user-centered design. Created in 2005 by the User Experience Professionals Association (UXPA), an organization with members who are specialists in evaluating and designing products that are easy to learn and use, the annual international celebration has grown into a global recognition of more than 150 events in 40 countries.

Michigan State University's event draws speakers and attendees from all parts of North America. Over the past ten years, more than 2,000 conference participants from industry, government, and academia have attended the annual event at Michigan State University.

More information is available at usability.msu.edu.

Media Brief

What: World Usability Day 2014, Michigan event
When: Thursday, November 13, 2014, 8:00 a.m. – 12:00 p.m.
Where: MSU Union, Ballroom, Michigan State University

Hosted by: Usability/Accessibility Research and Consulting at MSU

Open House: 1:00 – 3:00 P.M. Lab Tours, Networking
MSU Usability/Accessibility Research Consulting (UARC)
Kellogg Center, Garden Level, 219 S. Harrison Road, East Lansing

Further contact information includes:

- <http://usability.msu.edu/events/world-usability-day>
- Follow @MSU_UARC on Twitter
- Tweet with #MiWUD and #WUD2014