World Usability Day
3 November, 2005 • Making It Easy!

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WORLD USABILITY DAY, NOVEMBER 3, 2005
Events Planned Around the World Will Showcase "Making It Easy"

(Boston, Massachusetts) – "Why doesn't this work better?" "Why can't they make this easier?" Why should I have to take a training course to set my alarm clock?" World Usability Day is for all the people who've ever asked questions like these.

The Usability Professionals' Association (UPA) is organizing the first annual World Usability Day on November 3, 2005. Representing more than 70 cities in 35 countries, World Usability Day focuses on promoting the benefits of user-centered design practices – which involve the participation of users from the very first stage of product design, and continues to involve users at each step of the development process.

This international event will have a rolling timeline, documented on www.worldusabilityday.org that describes usability events as they occur around the world. Several local UPA chapters and sister organizations worldwide are coordinating events in cities around the world, including Boston, Chicago, Dallas-Ft. Worth, Hong Kong, Indianapolis, London, Minneapolis-St. Paul, Montreal, New York City, Ottawa, Rome, Tel Aviv, and Zurich.

Boston events for World Usability Day will be held at the Museum of Science in Boston, MA. This year's theme is "**Making It Easy**". Exhibits and activities pertaining to our theme will begin at 9 am on November 3. The event is free with museum admission and open to the public. For more details and directions, visit www.upaboston.org/.

World Usability Day activities for the Boston-area will include:

- Exhibits and usability-related activities where school-aged children and adults can test products and everyday objects like doors and alarm clocks to see how easy they are to use.
- Investigative reports on how easy it is to use things like signs in buildings, ticket machines, and automatic supermarket checkout counters.
- Usability reviews of local company websites and applications to identify issues related to ease of use, along with recommendations for improvement.

The day will wind down with an evening reception where people can join us for refreshments and recaps of the day's events. An RSVP is required for the evening reception so we can plan refreshments. Please RSVP to susan.rice@staples.com.

Usability Professionals' Association
www.usabilityprofessionals.org