

## **MSU Celebrates World Usability Day on November 14**

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For Immediate Release

**EAST LANSING, Mich.** – Michigan State University's Usability/Accessibility Research and Consulting (UARC) will host **Michigan World Usability Day** on Thursday, November 14, 2013, at the MSU Union, joining an annual international celebration that focuses on the strides that have been made in creating usable products and educating millions of people about how usability affects daily life.

"Michigan State University sponsors this statewide event to raise awareness about the importance of usability, accessibility, user experience, and user-centered design," said Sarah Swierenga, UARC director. "We've hosted the Michigan celebration of World Usability Day for the past several years to provide IT and UX professionals and practitioners with the most current topical information available from experts in the field."

Presentations include:

*"Top 10 Healthcare Usability Myths Debunked!"* by Lorraine Chapman, Director of User Experience Research for Healthcare at **Macadamian**

*"Behind the Curtain: Content and Design Issues in the Online Privacy Policies of Internet-Focused Organizations,"* by Anna Langhorne, Assistant Professor at the **University of Dayton**

*"A Web for Everyone: Accessibility as a Design Challenge,"* by Whitney Quesenbery, of **WQusability**, an internationally recognized expert in usable, accessible design

*"Evaluating User Experience for mHealth Services: A Pre-Rollout Case Study,"* by Bill Hart-Davidson, Associate Professor and Co-Director, Writing in Digital Environments Research at MATRIX: Digital Humanities and Social Sciences Research Center at **Michigan State University**

[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.



### **University Outreach and Engagement**

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Sponsors joining UARC for this year's event include: TechSmith, Michigan Usability Professionals' Association; 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. This year's international theme is Healthcare: Collaborating for Better Systems.

World Usability Day was founded in 2005 by the User Experience Professionals Association (UXPA) with a mission to increase the public's awareness of the need to make services and products simpler to use. Members of UXPA are specialists in evaluating and designing products that are easy to learn and use. Worldwide, the 2012 event drew more than 40,000 attendees at 150 events across 43 countries.

Over the past eight 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](http://usability.msu.edu).

**Media Brief**

*What:* World Usability Day 2013, Michigan event  
*When:* Thursday, November 14, 2013, 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 #WUD2013