

Michigan Celebrates World Usability Day on November 10

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For Immediate Release

EAST LANSING, Mich. – Michigan State University's Usability/Accessibility Research and Consulting (UARC) is set to host **Michigan World Usability Day** on Thursday, November 10, in the MSU Union Ballroom.

Michigan State University was one of the first academic institutions to recognize the value of user-centered design when they established Usability/Accessibility Research and Consulting (UARC) in 2004, and one of the first to host a statewide conference in honor of [World Usability Day](#) (WUD).

"Customers have growing expectations when it comes to usable and accessible websites, apps, and products. We have seen a significant uptick in the demand for user-centered design and evaluation," said Sarah Swierenga, UARC Director. "The value of this event is that attendees learn about these topics from invited experts coming in from around the country."

User-centered design is a philosophy that places the customer at the center of the design and development process, and involves the user from beginning through the conclusion. Usability measures the effectiveness, efficiency, and satisfaction with which users achieve specified goals, and accessibility ensures that the technology is understandable and navigable for users of all abilities.

The Michigan World Usability Day 2016 presentations include:

"Designing Mission Critical Experiences," by Keith Instone, Experience Architect in Residence, Michigan State University

"Getting the House in Order: Card Sorting to Improve Findability," by Carol Righi, Principal, UX Research (St. Louis)

"Optimizing UX Culture and Maturity Levels," by Darren Hood, User Experience Manager, Bosch (Detroit)

"Usable for Everyone: Accessibility as UX," by Sylvia Pellicore, Web Accessibility Advisor, Blue Cross and Blue Shield of North Carolina



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“Sustainable Development: Insights from Design Research in Rural Kenya,” by George Hope Chidziwisano, Graduate Research Assistant, MSU Department of Media and Information; Ian O’Bara, Graduate Research Assistant, MSU UARC

[Online registration](#) is currently open. Event day on-site registration begins at 8:00 a.m. and presentations are from 8:30 a.m.-12:00 noon at the MSU Union. Tours of Usability/Accessibility Research and Consulting will be conducted from 1:00 to 3:00 p.m., beginning in 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, MSU College of Arts and Letters, MSU College of Communication Arts and Sciences, MSU Department of Media and Information, MSU Experience Architecture Program, MSU Office for Inclusion and Intercultural Initiatives, and MSU University Outreach and Engagement.

Affiliates include: Detroit UX, Ignite UX Michigan, Ladies that UX Detroit, Ladies that UX Grand Rapids, Metro Detroit WordPress Meetup, Michigan CHI, Michigan Usability Professionals’ Association, MSU Information Technology: Digital Content & Accessibility, Refresh Detroit, and West Michigan Shores - Society for Technical Communication.

More information is available at <http://usability.msu.edu/wud>

Media Brief

What: Michigan World Usability Day 2016
When: Thursday, November 10, 2016, 8:00 a.m. – noon
Where: MSU Union, Ballroom, Michigan State University

Hosted by: [MSU Usability/Accessibility Research and Consulting](#)

Tours: 1:00 – 3:00 p.m.
MSU Usability/Accessibility Research and Consulting
Room 93 Kellogg Center, 219 S. Harrison Road, East Lansing

Further contact information includes:

- <http://usability.msu.edu/wud>
- Tweet with #MiWUD and #WUD2016