MICHIGAN STATE
U N I V E R S I T Y

MSU Celebrates World Usability Day on November 9

Speakers include YouTube Sensation Tommy Edison, "The Blind Film Critic," a Dept. of Homeland Security digital services expert, and industry UX researchers

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For Immediate Release

EAST LANSING, Mich. – Almost everyone has felt the frustration. How does this work? Why can't I get it to do what I *want* it to do? This doesn't make sense. Did they really think about who is using this? Can I just talk to somebody, please? Good news, there are people out there who want to make it better for us.

"We are thrilled to have such a great line-up this year. We have four excellent speakers on usability, and a one-of-a-kind presenter coming to share his experiences as a blind user of technology," said Sarah Swierenga, MSU UARC Director. "Tommy Edison has nearly 75 million views on his humorous YouTube channels, and his talk will change the way you think about design."

World Usability Day is a chance to celebrate the products, services, and systems that are easy to use, as well as the professionals who evaluate and design things that are effective, efficient, understandable, and navigable for users of all abilities.

Michigan State University's Usability/Accessibility Research and Consulting (MSU UARC) will host **Michigan's World Usability Day** on Thursday, November 9, in the MSU Union Ballroom, in conjunction with the international celebration.

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

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.

The Michigan World Usability Day 2017 presentations include:

"UX in Government: Making Space for the Work," by Liz Odar, Digital Services Expert, U.S. Digital Service, U.S. Department of Homeland Security

University Outreach and Engagement

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"Communicating Organizational Change Projects as a Gardener and/or as a Chef," by Benjamin Lauren, Assistant Professor, MSU Experience Architecture Program

"The Tommy Edison Experience," by Tommy Edison, "The Blind Film Critic"

"Creating Inclusive UX Environments," by Rebecca Zantjer, User Experience Researcher, and, Anthony Fontana, User Experience Leader, Owens Corning

"Trick or Treat? Dark Patterns in UX Design," by Jodi Bollaert, Vice President of Customer Experience Strategy & Research, MRM//McCann

Sponsors joining MSU UARC for this year's event include: TechSmith, MSU College of Arts and Letters Academic Technology Office, MSU Experience Architecture Program, MSU College of Communication Arts and Sciences, MSU Department of Media and Information, MSU Office for Inclusion and Intercultural Initiatives, and MSU University Outreach and Engagement.

Affiliates include: Michigan User Experience Professionals Association, Detroit UX, IXDA Grand Rapids, Ladies that UX Detroit, Ladies that UX Grand Rapids, Metro Detroit WordPress Meetup, Michigan CHI, Refresh Detroit, West Michigan Shores - Society for Technical Communication, and UX Toledo Region.

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

Media Brief

What: Michigan's World Usability Day 2017
When: Thursday, November 9, 2017, 8:00 a.m. – 12:10 p.m.
Where: MSU Union, Ballroom, Michigan State University

Hosted by: MSU Usability/Accessibility Research and Consulting (UARC)

Tours: 1:15 – 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 #WUD2017