

# MICHIGAN STATE UNIVERSITY

## **MSU celebrates World Usability Day on November 12; Usability and Accessibility Center hosts Michigan event**

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**EAST LANSING, Mich.** – Michigan State University's Usability & Accessibility Center will host Michigan World Usability Day on Thursday, November 12, 2009, joining an annual international celebration that strives to increase public awareness of the need to make services and products simpler to use.

This year's event focuses on a common global concern, "Designing for a Sustainable World."



### **UNIVERSITY OUTREACH & ENGAGEMENT**

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"The United Nations has said that sustainable development meets the needs of the present while laying the foundation for future generations to meet their own needs. Usable and accessible design helps ensure that products and services are responsive to sustainable development, and still address the consumer's desire to make things simple and easy to use. Together they have a profound economic impact," said Sarah Swierenga, director of the Usability & Accessibility Center at Michigan State University.

Participants will attend sessions featuring academic and corporate experts in the fields of usability and accessibility. Morning workshops and afternoon presentations include:

- "Assistive Technology Expo" presented by Steve Pollo, **Mee, Inc.**; Al Puzzuoli, **MSU Resource Center for Persons with Disabilities**; and Sarah Swierenga, **Usability and Accessibility Center at MSU**
- "WCAG 2.0 Workshop" presented by Mike Elledge and Graham Pierce, **Usability and Accessibility Center at MSU**; Carl Bussema and Carl Raymond, **MSU University Outreach and Engagement**
- "Contemporary Issues of IT in the Sustainable Global Knowledge Economy" moderated by Rex LaMore, **MSU Center for Community and Economic Development**; and, presented by George Boersma, **Michigan Department of Information Technology**; Kirk Riley,

**Information Technology Empowerment Center;** Sharron Rush, Knowbility; and Mark Wilson, **MSU School of Planning, Design and Construction**

- “*Hybrid Technology for a Sustainable Future*” presented by Shane Schulze, **Ford Motor Company**.
- “*e-Government Services for a Sustainable County*” presented by Salina Washington, **Oakland County eGovernment**, and Constantinos Coursaris, **MSU Department of Telecommunication, Information Studies, and Media**
- “*Sustainability and Agility: UX Designs for Eforms*” presented by John Rivard, **Comerica Bank**

The Michigan event features a unique blend of research, instruction, and practice among industry, education, and government. The Michigan chapter of the Usability Professionals’ Association will again join MSU in this year’s event, offering attendees an opportunity to participate in a live usability evaluation with everyday clocks and focusing on button types, display technologies, and product features.

MSU’s Libraries, Computing & Technology is again the Platinum sponsor of Michigan World Usability Day.

The day is also MSU’s seventh annual Usability & Accessibility Center celebration, with informal tours of the lab facility from 10:00-11:00 a.m., Kellogg Center, Garden Level.

World Usability Day was founded in 2005 by the Usability Professionals’ Association (UPA) with a mission to increase the public’s awareness of the need to make services and products simpler to use. Members of UPA are specialists in evaluating and designing products that are easy to learn and use. Last year’s event drew more than 40,000 attendees in 180 cities across 40 countries.

Detailed program information is available at <http://usability.msu.edu>

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**NOTE TO MEDIA:** From 9:00-10:00 a.m. assistive technology experts will demonstrate and discuss how persons with visual impairments use various devices and Web applications to access the Internet and other forms of information.

The live usability experience using everyday clocks will take place from approximately 3:00-3:30 p.m. Individual demonstrations may take place depending on individual media requests.