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

Michigan World Usability Day Highlights Innovation in User Experience and Features Lineup of Women Presenters

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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 12, 2015, at the MSU Union.

This year's global World Usability Day theme is Innovation, and MSU's speaker lineup features all women presenters, each of whom promotes the advancement of user experience as the key to making technology, products, and services work better for all people.

"We're thrilled to feature several distinguished women who lead the way in user experience in industry and academia," said Sarah Swierenga, UARC director. "UARC has been a leader in raising awareness about the importance of usability, accessibility, and user experience in technology design. Our annual conferences have enabled us to share advancements in the field with more than 2,500 attendees from industry, government, and academia over the past 13 years."

Presentations include:

"Advancing User-Centeredness, Solving Pain Points, and Driving Innovation: Lessons Learned from Mapping the Customer Experience," by Emily Mahood Bowman, Senior User Experience Architect at Team Detroit

"Fostering Innovation through Social Media: Knowledge Flows, Business Goals, and Measurement Strategies," by Wietske van Osch, Assistant Professor, Department of Media and Information, MSU College of Communication Arts and Sciences

"Lifelong Learning in UX," by Megan Schwarz, Interaction Designer and User Experience Strategist at Enlighten

"Usability of Social Media During Times of Disaster," by Liza Potts, Associate Professor, Department of Writing, Rhetoric, and American Cultures, MSU College of Arts and Letters; and, Director, MSU Writing, Information and Digital Experience Center

"Just Enough for Innovation," by Josie Scott, User Experience Design Research Lead at Synchrony Financial

[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: MSU College of Arts and Letters, MSU College of Communication Arts and Sciences, MSU Department of Media and Information, MSU Experience Architecture Program, MSU Information Technology Services, MSU IT Services Teaching and Learning Technology, MSU Office for Inclusion and Intercultural Initiatives, MSU University Outreach and Engagement, and TechSmith.

Affiliates include: Detroit UX, Ignite UX Michigan, IxDA Lansing, Ladies that UX Detroit, Ladies that UX Grand Rapids, Michigan Usability Professionals' Association, Michigan CHI, and UX Toledo Region.

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

Media Brief
What: Michigan World Usability Day 2015
When: Thursday, November 12, 2015, 8:00 a.m. – 12:00 p.m.
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 #WUD2015