

**UPA-DC Workshops**  
**Friday, July 30, 2010, 9:00 AM – 5:30 PM**

**Venue Sponsor:** Lebsontech LLC at the Silver Spring Innovation Center  
8070 Georgia Avenue, Suite 113  
Silver Spring, MD 20910

**Lunch Sponsor:** Tobii Technology

Register at: [http:// UPAJulyWorkshops.eventbrite.com](http://UPAJulyWorkshops.eventbrite.com)

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## Morning Session - 9:00 am – 11:30 am

### Best Practices for Eye Tracking in User Experience Research

**Format:** 1-hour lecture/presentation followed by 1.5-hours hands-on practicum with Tobii eye-tracking systems.

Eye tracking is a technique employed in experience research that captures eye movements in response to a visual stimulus. These eye movements can provide researchers with insight to a user's attention toward elements of an interface. The results obtained from eye tracking studies can be both quantitative as well as qualitative. This presentation introduces user experience researchers to the basics of eye tracking, the selection of appropriate eye tracking methodologies to use in your research, considerations in experimental design, and finally how to use the metrics obtained from the eye tracking to help drive design decisions.

**Attendees will learn:**

- The basics of eye tracking
- How you can use eye tracking in conducting user experience research
- Eye tracking experimental design best practices
- How to use the metrics obtained from the eye tracking to help drive design decisions.

**Wilkey Wong** is the Training Manager at Tobii Technology, Inc. He has advanced degrees in engineering and education and had worked in development and research roles in private industry prior to joining Tobii. Wilkey holds a number of technology patents and first encountered Tobii eye trackers during the course of his doctoral research in child development where he purchased a T60-XL as part of an NIH-funded study. As Training Manager, Wilkey develops and delivers educational programs in scientific, market, and user experience research throughout North America.

### Free Catered Lunch: 11:30 am – 12:30 pm (sponsored by Tobii Technology)

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## Afternoon Sessions A: 12:30 PM – 3:00 PM

### Getting Started Conducting User Research

**Format:** 2.5-hour tutorial with activities

The gap between a good product and a great one can be bridged by understanding your users. In this session you will learn how better systems are built by taking small, iterative steps to understand the users' desires, needs and abilities. You will learn how to get information about users quickly and cheaply. For those that have more time (and perhaps a small budget), Carol will introduce methods you can use to get more detailed information from your users. You will also learn ways to effectively share and communicate this information.

**Attendees will learn:**

- Basics of user research to understand user's needs, behaviors and goals
- Cheap and easy methods to get more detailed information
- Effective ways to share and communicate this information.

**Carol Smith** is a regular presenter at conferences internationally, has taught usability courses at the college level and has managed a user experience team. She has a Master's degree in Human-Computer Interaction, has over nine years of usability experience and consults with a wide variety of clients through her business, Midwest Research, LLC. Carol is the Treasurer and Director of Chapters for the Usability Professionals' Association (UPA).

### Love Your Logs: Easy and cost-effective user insights

**Format:** 2.5-hour combined lecture, discussion and Q&A session

While they are certainly no substitute for a formal usability inspection, log files provide valuable information about our users. Despite this, this valuable information stores often go underutilized. In this workshop participants will learn what information is stored in a typical site's log files and how to extract information from these files, with a focus on using freely available tools to obtain information relevant to usability and search engine optimization. Participants will also be provided with sample scripts that could be used to gather, analyze and report log file information.

**Attendees will learn:**

- Knowledge of what is recorded in a typical site's log files
- Free software samples
- Knowledge of common log analysis tools.

**Andrew Stevens** is the Web Services Librarian at George Mason University, where he oversees the Library Web site and creates Web-based tools. He has a B.A in creative writing from Ohio University, as well as a Master's in Information Science and a Sp.L.I.S from Indiana University. Over the years, he has worked in and gained experience in multiple aspects of Web/New Media production, having worked as a usability specialist, a project manager, a designer, and a programmer. Andrew has participated in a number of professional organizations, including ASIS&T, ACM/SIGCHI, The Web Standards Project, and WHATWG (Web Hypertext Application Technology Working Group).

## Afternoon Session B: 3:00 pm – 5:30 pm

### Introduction to Accessibility

**Format:** 2.5-hour combined lecture and discussion on Accessibility

Not only is section 508 legally required for government sites, but accessibility is of critical importance for universal usability of all sites. This course describes the types of disabilities that could impact computer usage, the “letter of the law” with respect to section 508, and the “spirit of the law”, that is, how section 508 is interpreted today in light of new and emerging web standards. Discussion of some of the new features of the draft guidelines are also included particularly how these new guidelines are going to further refine our understanding of what it means for a site to be accessible. Accessibility is discussed within the framework of usability, information architecture and search engine optimization best practices.

**Attendees will learn:**

- The basics of section 508
- How section 508 is most commonly understood today
- How the draft guidelines will further refine section 508
- How accessibility fits into the framework of universal usability

**Cory Lebson** has been a usability consultant for the past 15 years. He is the owner of Lebsontech LLC and is the president of the Usability Professionals Association DC Metro chapter. He specializes in user research and evaluation, and has done work for a number of government and private sector clients. Cory has presented at a variety of conferences and conducts regular training seminars on usability, accessibility, information architecture, search engine optimization and web analytics. He has a M.B.A. as well as a M.A. in sociology and a B.S. in psychology.

### Usability Testing with Remotely Located Users

**Format:** 2.5-hour tutorial/demonstrations/group discussion of collective experience

Current technology has afforded the ability to conduct usability testing “remotely”, i.e., with the participant in a different location from the moderator, or with no moderator involved at all. In this workshop we will share our experience with remote testing, both moderated and un-moderated. We will demonstrate some approaches to both, discussing the pros and cons of both types of remote testing as compared to traditional, in-person testing. We will also offer tips and best practices to practitioners for conducting their own remote usability testing and provide examples of different system configurations and software tools. The “take-aways” will include copies of the slides and references to relevant literature.

**Attendees will learn:**

- Typical situations in which one might choose to conduct usability testing remotely
- The types of web-based services that support remote testing, both real-time (moderated) and non-real-time (un-moderated)
- How naturally the test administrator and remotely located test participant can interact during a typical moderated testing session
- Typical measures that result from moderated and un-moderated remote usability testing

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- The range of prototypes that can be tested remotely (e.g., wireframes, static design comps, and prototypes with partial and full functionality)
- Some pros and cons of remote usability testing
- Some best practices for implementing remote usability testing
- Some software tools that can be used to implement different types of remote testing and data analysis

**Dick Horst** is an experimental psychologist and human factors engineer with nearly 30 years' experience in applied behavioral research, systems development, and usability engineering. He is the founder and President of UserWorks, Inc., a usability engineering consulting firm in the Washington, DC area. Dick has conducted or overseen hundreds of usability testing projects and dozens of web site design or redesigns for organizations in government, the private sector, non-profits, and academia. He has a Ph.D. in experimental psychology from Carnegie-Mellon University and is a board certified professional ergonomist.

**Mark Becker** is a User Experience Specialist at UserWorks, Inc., a usability engineering consulting firm in the Washington, DC area. His interests include human-computer interaction, user experience, task analysis, and system design. Mark has experience conducting usability studies, focus groups, heuristic evaluations, and readability analyses, and has worked on projects both in the government (DoD, GSA, NIST) and private sectors. He is proficient with configuring and troubleshooting computer hardware and software. He has an M.A. in Human Factors and Applied Cognition from George Mason University and is a member of the Usability Professionals' Association.

## Directions to the Silver Spring Innovation Center (very easy until the last step!)

The address 8070 Georgia Avenue, Silver Spring MD, 20910. You can get to the building from either Georgia Ave. going South or East-West Highway or by using the Metro.

**If you're going South on Georgia:** Make a right at a diagonal feeder road (Blair Mill, see picture below) where the now-closed Mayorga Coffee is and SSIC will be on your right.



**If you're going North on Georgia (from DC):** Make a left on East West Highway (Route 410) and an immediate right into the little feeder road (other side of Blair Mill) that dead-ends into the SSIC.

**If you're on East-West Highway (Route 410),** make a left onto Blair Mill (if going South) or a right onto Blair Mill (if going North) (see picture below)



**If you're taking the metro:** Get off at the Silver Spring station, walk towards East-West Highway, walk South on East-West Highway about 10 minutes. Make a left at Blair Mill (see picture above)

**Parking:** There is a parking garage next to the SSIC. Parking is \$6 for the day.