

## Program

- **5:00**      **Demonstrations and Dinner**
- **6:25**      **Welcome**  
Yihsiu Chen, President, Usability NJ
- **6:30**      **Sponsor and Speaker Introductions**  
Ronnie Battista, Director of Client Strategy - MISI Company
- **6:45**      **"Designs from Experience": Maximizing returns on patient and CRM sites by utilizing the customer experience.**  
Laura Keller, MISI Company  
Mark McConaghy, Strategy Director, imc<sup>2</sup>
- **7:15**      **Pioneering work in virtual reality for stroke rehabilitation.**  
Dr. Judith Deutsch, Director of the RIVERS Lab at UMDNJ
- **8:00**      **Break**
- **8:15**      **Panel Discussion: "Innovations in Healthcare" Creating a Usability Architecture for the Communication Experience**  
**Jim Barrood** (Moderator),  
Executive Director, Rothman Institute of Entrepreneurial Studies, Fairleigh Dickinson University  
**Elizabeth Avery Gomez**, PhD, Professor, NJIT  
**Bill Jensen**, CEO, The Jensen Group  
**Charles Kreitzberg**, PhD, CEO, Cognetics Corporation  
**Tom Reynolds**, Vice President, Worldwide Marketing of Johnson & Johnson
- **9:15**      **Closing Remarks**  
Alice Preston, WUD-NJ Planning Committee Chair
- **9:20**      **Light refreshments and networking**



**World Usability Day 2007**  
Making life easy!



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# Welcome!

**Yihsiu Chen**  
President, UsabilityNJ

## World Usability Day 2007 is a global event

- Started in 2005 by UPA and from United States.
- 143 events in 40 countries have officially registered.
- 97 of 143 events (2/3) are hosted outside United States.



## WUD 2007- Bangalore, India

- Over 100 designers, technologists, usability professionals and public attendees gathered at the NIAS Auditorium at the Indian Institute of Science, Bangalore.
- The 5-hour long event includes talks and presentations by experts in the field, the results of usability testing of a public services website, and a design workshop.
- Talks and Presentations include the following:
  - Dr. Girish Prabhu, Director for Design Research and Innovation for Asia, Intel  
Key perspectives on the design of the Community PC. He highlighted the importance of understanding stakeholder needs and conducting ethnographic studies.
  - Prof. M.P. Ranjan, of the National Institute of Design, Ahmedabad (NID), India, and Chair of the Task Force on GeoVisualization by the Government of India  
Design is about real world contact and social equity. Opportunity for designers to cater to each individual, since each individual's needs are specific and different.
  - Sean Blagsvedt, CEO of Babajob.com,  
Innovation can fight poverty. HCI aspects of the website and how it reaches out to non-computer literate users.
  - Dr Reynold Washington, the Director STI, HIV Care and Surveillance at Karnataka Health Promotion Trust (KHPT) and Gururaj H, Sr. Officer at KHPT  
Various initiatives undertaken by the KHPT to make a positive impact on the health of populations in India through research and innovation, training, and capacity building in the area of HIV prevention, care and patient support.
  - Acid Test Results, Sarit Arora from HFI  
The results of usability testing conducted on the IRCTC site of the Indian Railways.



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Usability NJ – New Jersey Chapter of Usability Professionals' Association



IEEE



IEEE Engineering in Medicine and Biology Society



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## WUD-NJ 2007 Planning Committee

- Chair: Alice Preston
- Program: Ronnie Battista, Claus Knapheide
- Logistics: Marilyn Tremaine, PhD, Asha Thomas, Josephine Giaimo
- Treasurer: Jay Messina, PhD
- Publicity: Mary Smith, PhD, Asha Thomas
- Webmaster: Chris Koster
- Sponsorship: Cindy Lu, PhD, CHFP
- Program Design: Mary Camp, CUA, Damita Harvey, Juan Irizarry
- Program Publication: April McGee

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## WUD-NJ 2007 Demos

- *Desktop-PDA System for People with Aphasia*  
Department of Computer Science, Princeton University, Princeton, NJ
- *Mobile Information Communication Technology for Crisis Management: Understanding User Behavior, Response and Training*  
New Jersey Institute of Technology, Newark, NJ
- *Assessing efficiency: User task performance modeling for clinical health care systems*  
Siemens Corporate Research, Inc., Princeton, NJ
- *Fish 'n Steps: Utilizing Ubiquitous Game-like Environments & Group Dynamics to Motivate Habitual Behavior Change in Physical Activities*  
Siemens Corporate Research, Inc., Princeton, NJ
- *Using Virtual Sign Language Training to Support Hand Therapy*  
Department of Biomedical Engineering, New Jersey Institute of Technology, Newark, NJ
- *Towards Safe and Efficient Trauma Care: "Smart" Resuscitation Room*  
Rutgers University and Robert Wood Johnson University Hospital (RWJUH), New Brunswick, NJ