



HFES 2010 Annual Meeting
September 27–October 1, 2010
Hyatt Regency San Francisco, Embarcadero Center

HFES 2010 Presents “Usability and HCI Day”

The HFES Computer Systems Technical Group has partnered with the Internet Technical Group and the 2010 Host Committee to bring you a full day of events devoted to usability and human-computer interaction. Below is the lineup for “Usability and HCI Day” on Wednesday, September 29.

BayCHI members: HFES welcomes you to the HFES 54th Annual Meeting. You’re entitled to a 10% discount on the nonmember registration fees. If you are registering for Wednesday only, enter the discount code BC-DR when you register. To get the discount for attending the full week, use the code BC-FR. (Discounts do not apply to the rates for HFES members or students.) **PLUS you’ll get free HFES membership until December 31, 2011, if you pay the nonmember rate for the full meeting week.** To view the registration fees and other details about the meeting, go to the [registration information page](#).

Head to Head: Remote Usability Testing Takes on Live Usability Testing in the HFES Ultimate Fight Challenge (8:30-10:00 a.m.)

Remote usability testing is emerging as a popular approach through which evaluators can test technology interfaces on a large number of participants quickly and inexpensively. Two types of remote studies have been employed, either with a moderator interacting remotely with the participant or in an unmoderated format. This session is a novel format that pits the two in a head-to-head challenge using audience participants, who will be able to decide for themselves the advantages and disadvantages of each method. *Speakers:* Marc Resnick, Bentley University; Ania Rodriguez, Keylime Interactive

Harvesting Innovation in the Industry: Prescriptions for Breakthrough Products (10:30 a.m–12:00 noon)

This panel will bring together human factors leaders from some of the most innovative companies in the technology domain. They will present how their companies have achieved such high levels of innovation and how this impacts the practice of human factors.

Speakers: Felix Portnoy, University of North Carolina at Chapel Hill; Victoria Bellotti, PARC; Arnie Lund, Microsoft; Dan Russell, Google; Kristian Simsarian, IDEO; Luke Wroblewski, Yahoo!; Marc Resnick, Bentley University

Blasphemy or Pragmatics? When NOT to Follow User-Centered Design Techniques (1:30–3:00 p.m.)

This invited panel brings together several high-profile members of the HCI community for an exciting, if not controversial, discussion and debate. Each is well versed in the principles and best practices of user-centered design, user experience research, and design innovation.

How do they respond to the emerging topic of when NOT to use conventional user-centered design techniques? *Speakers:* Anthony Andre, Interface Analysis Associates; Jay Elkerton, Emerson Process Management; Steve Portigal, Portigal Consulting; Cordell Ratzlaff, User-Centered Design; Dan Saffer, Interaction Design; Dan Rosenberg, User Experience

Networking Event

The Computer Systems Technical Group and Internet Technical Group will hold a networking event starting at **3:30 p.m.**

Additional usability and HCI presentations will be made on other days of the meeting, so check out the [online program](#) to be sure you don't miss them.

Return to the [main meeting page](#).