

Qualicom Innovations Presents:

Making User-Centred Design (UCD) Work for You

A FREE morning seminar on best practices in UCD • October 8th, 2008
Toronto Board of Trade • First Canadian Place

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| Part 1: (7:30am - 9:00am) UCD – An Executive Overview | Part 2: (9:30am - 11:00am) UCD – An Introduction to Qualicom's UCD Best Practices |
| Who Should Attend: <ul style="list-style-type: none">• CIOs and Senior IT managers• Senior Executives involved in streamlining information solutions to cut costs | Who Should Attend: <ul style="list-style-type: none">• Senior IT managers• Product Development Managers• Business Analysts |

At Qualicom, we've evolved a pragmatic approach to UCD and now we want to share it with you!

Please register at:

www.qualicom.com/qualicom/registration

If you have any questions, please contact us at (416) 492-3833 x 3034



About Qualicom Innovations Inc.

Qualicom Innovations has over 10 years experience in using UCD for developing custom software solutions, for both clients and our own internal products. We know how to integrate UCD with existing business processes to develop solutions that measure high in user satisfaction, productivity, and deliver measurable return on investment.

To attain your UCD business objectives, our consultants will collaborate with your staff or provide specific UCD resources. Our goal is to work with you in whatever way works best for you.



User-Centred Design (UCD) – What is it and what's in it for you?

UCD is a design philosophy that places the user at the centre of the design process; it ensures that the design of a product is right for the people who use it.

Sounds obvious. But all too often in the field of software development, the users' needs are neglected because, "our users are too busy," or "we don't have time in the schedule," or "the development team can represent the users". By the time you reach user acceptance testing, the project has often diverged from original user expectations to the point where there is a considerable intuition gap that must be bridged by additional documentation, training, and technical support.

Return on investment studies have repeatedly demonstrated that usability enhances customer satisfaction and productivity, improves customer loyalty, and results in tangible cost savings and greater profitability.

In Qualicom's experience, there is often a disconnect between requirements gathering, conducted by business analysts who are familiar with the users, and system design, conducted by technical staff who are not. And the more the user interface reflects the technical implementation, rather than the users' perceptions, the wider is the intuition gap.

The purpose of UCD is to bridge this gap.

Biographies



Steve Chalastra

As Manager, User Experience, for Qualicom Innovations, Steve leads a team that focuses on requirements gathering, user interface design, usability, graphic design, and user documentation. Steve is currently managing the requirements gathering and interaction design phases of a Qualicom project at one of Canada's leading banks.



Janet Ho

As an Interaction Designer for Qualicom Innovations, Janet defines the complete end user experience. Janet has a rich background in implementing formal usability testing. Janet's most recent project was a complex UI specification for the provincial government.



Kivi Shapiro

As an Interaction Designer for Qualicom Innovations, Kivi's role is also to define the complete end user experience. Kivi is currently carrying out project analysis, initial design, requirements analysis, and user interface design for a major corporation in the Real Estate industry.