

"Human Centered Design: If it doesn't work for people, it doesn't work"

Hadar Ziv and Judith Olson, University of California Irvine (UCI)

Tuesday, November 8, 2011, 5:30 pm to 7:45 pm

Meeting Schedule:

5:30 - 6:15 pm Registration, Networking, Refreshments

6:15 - 6:30 pm Welcome & Announcements

6:30 - 7:45 pm Presentation followed by Q&A

Host Location & Webcast Options

RSVP required (*see RSVP section, below*)

Host site:

Booz Allen Hamilton – LAX Office

5220 Pacific Concourse Drive

Building 5220 - 2nd floor, Suite 200

Los Angeles CA 90045

See below for directions.

Host - John Silvas

Refreshments will be provided.

Remote Webcast Sites:

Contact site coordinator for more information or directions.

-- **Antelope Valley/Palmdale:** Antelope Valley College. Open to all.

Site coordinator: Mike Wallace, 661-540-0290 or m.wallace@ngc.com.

-- **Huntington Beach:** Boeing - Bldg 17, Conf Rm 109, 14900 Bolsa Chica Road, Huntington Beach. Open to US citizens and non-resident aliens. Unfortunately, Foreign Nationals will not be able to attend at The Boeing Company site.

Refreshments will be provided at this site.

Site coordinator: Beth O'Donnell, 714-837-6924 or elizabeth.l.o'donnell@boeing.com.

-- **Goleta:** Control Point Corporation, 110 Castilian, Suite 200, Goleta CA

Refreshments will be provided at this site.

Site coordinator: Scott Grant, 805-882-1884, x108 or scott.grant@control-pt.com.

-- **Pasadena:** JPL, 4800 Oak Grove Dr, Pasadena CA. Open to all. Visitors must register by RSVP deadline.

Site coordinator: Chelsea Dutenhoffer, chelsea.dutenhoffer@jpl.nasa.gov.

Virtual Attendance for Individual Participants.

We are also providing virtual meeting capability for this event. Presentation is scheduled to start at about 6:15 pm. It is suggested that virtual attendees connect 10-15 minutes before this scheduled time. First-time users are encouraged to test the system beforehand – see “First-Time User” section, below.

Be aware that we are unable to provide technical support for the Live Meeting application for this meeting. Also, ensure you mute your telephone lines so as not to cause disruption to our speaker and guests during the meeting. A Question and Answer period will be held at the end of the meeting, at which time the facilitator at the host site will prompt remote sites and individual participants for Q&A.

Below is the Link for Virtual Attendance.

Join the meeting.

Information for Audio:

-- Computer Audio (Recommended). To use computer audio, you need speakers and microphone, or a headset.

-- Telephone Conferencing. Choose one of the following:

1) Start Live Meeting client, and then in Voice & Video pane under Join Audio options, click Call Me. The conferencing service will call you at the number you specify.

2) Use the information below to connect:

Toll-free: +1 (888) 288-9321

Toll: +1 (719) 234-0201

Participant code: 966675

First-Time Users. To save time before the meeting, check your system to make sure it is ready to use Microsoft Office Live Meeting. <http://go.microsoft.com/fwlink/?LinkId=90703>

Troubleshooting. Unable to join the meeting? Follow these steps:

1) Copy this address and paste it into your web browser:

<https://www.livemeeting.com/cc/incose/join>

2) Copy and paste the required information:

Meeting ID: Nov08meeting

Location: <https://www.livemeeting.com/cc/incose>

If you still cannot enter the meeting, contact support:

<http://support.pgi.com/us/en/conferencing/microsoft-office-live-meeting/overview>

Notice. Microsoft Office Live Meeting can be used to record meetings. By participating in this meeting, you agree that your communications may be monitored or recorded at any time during the meeting.

COST:

Members: FREE

Non-members: Suggested donation of \$10.00 at sites providing refreshments (covers cost of food and beverages)

Why not sign up for INCOSE today?

<http://www.incose.org/membership/valueofmembership.aspx>

Substantial refreshments will be provided at the host site. Refreshments may not be provided at remote sites, or may be provided at no charge. Contact Remote Site POCs for more information.

RSVP:

Please RSVP by Friday, November 4, 2011.

We request that all reservations are made online. This helps to facilitate event registration and planning for our host site and our remote sites. Visitors at JPL and Boeing must register by the RSVP deadline to provide visitor clearance from site security.

You will be asked to provide your email address, name, title, company, phone number, and membership and citizenship information, and to identify at which site you will be attending.

Host site: Booz Allen Hamilton, Suite 200, 5220 Pacific Concourse Dr, Los Angeles
Presenter will be in attendance at this location. Refreshments will be provided.

Remote sites (gather to network, joining virtually):

Antelope Valley

Goleta, Control Point (Refreshments will be provided.)

Huntington Beach (Refreshments will be provided.)

Pasadena, JPL

If you are uncertain whether or not you'll be able to attend, DO make a reservation and indicate that you're uncertain.

[Register Here.](#)

ABSTRACT:

“Human Centered Design: If it doesn’t work for people, it doesn’t work”

For modern software and systems with software to be successful, it has to not only work, it has to provide an engaging, useful and usable experience. In this talk we cover three primary topics:

- Introduction to human centered design (HCD)
- Return on Investment in adding HCD to systems and software engineering
- How to incorporate it into existing software and systems development lifecycles.

The talk is based on both research and students’ repeated successes in following this integrated design method in their year-long capstone projects at UCI.

SPEAKER BIOGRAPHIES:

Professor Hadar Ziv is a Researcher and Lecturer in Informatics at the School of Information and Computer Sciences at UC Irvine, with 30 years of computer-science education and software-engineering experience. He publishes regularly in academic conferences. An early paper of his in SE is considered influential in the formative years of Agile and SCRUM methodologies. He has worked as consultant for several organizations who wished to include use cases, requirements engineering, object-oriented analysis and design with UML, and corresponding test strategies in their software-development practices. Hadar has provided consulting, training and mentoring

services to companies such as Capital Group, Fidelity National Title, Logicon (now Northrop Grumman), The Aerospace Corporation, and most recently St. Jude Medical. He was awarded UC Irvine's Excellence in Teaching award in 2003.

Professor Judith Olson is the Bren Professor of Information and Computing Sciences at UC Irvine, with a joint appointment in the Merage School of Business. She is recognized as a pioneer in Human Computer Interaction, an innovator of methods to incorporate concern for user needs and capabilities into design practice. Her work is deeply grounded in 35 years of research as well as experience consulting in industry, including Ford Motor Corporation, Chrysler Corporation, Steelcase, IBM, Sun, and a myriad of smaller organizations. She has over 80 publications, is a Fellow of the ACM, won the Lifetime Achievement Award in ACM's SIGCHI, and last year was awarded ACM's Athena Award, which is for the woman of the year in Computer Science. She also won the 2011 Undergraduate Teaching award in Informatics at UC Irvine.

Together Professors Ziv and Olson teach the Capstone software-project class for Informatics seniors, where students employ the same tools and methods that we will talk about here to develop web-based and mobile applications for real customers.

DIRECTIONS to Host Site: BAH LAX facility, El Segundo CA

From the San Diego (405) Freeway traveling SOUTH:

1. Take Exit 46 toward Century Blvd West/LAX Airport.
2. Turn Left (South) on South La Cienega Boulevard.
3. Turn Right onto Pacific Concourse Drive.
4. Follow the road until you reach the 2nd stop sign (immediately past court house parking garage on the right) and turn right. At gate on the far right, press the green button to receive a parking ticket (Admin staff will validate parking).
5. After passing the gate, turn left into the visitor parking lot. Walk past the water fountain, across the rotunda to Building 5220. We are located on the 2nd floor, Suite 200.

From the San Diego (405) Freeway traveling NORTH:

1. Take the El Segundo Boulevard exit, Exit 44 toward Hawthorne Blvd.
2. Turn Left onto West El Segundo Boulevard.
3. Turn Right (North) on South La Cienega Boulevard.
4. Proceed on La Cienega until the third stoplight.
5. Turn Left onto Pacific Concourse Drive.
6. Follow the road until you reach the 2nd stop sign (immediately past court house parking garage on the right) and turn right. At gate on the far right, press the green button to receive a parking ticket (Admin staff will validate parking).
7. After passing the gate, turn left into the visitor parking lot. Walk past the water fountain, across the rotunda to Building 5220. We are located on the 2nd floor, Suite 200.