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**For immediate release**

## **The Importance of Usability; the Ease of Justifying It**

**The Society for Technical Communication in conjunction with the Usability Professionals' Association presents Cost-Justifying Usability**

**Dallas, Texas—September 20, 2005**—Well-known usability engineer, author, and educator Dr. Randolph Bias, Ph.D., will address the October joint meeting of the Society for Technical Communication (STC) Lone Star Community (LSC) and the DFW Chapter of the Usability Professionals Association (UPA). The dinner meeting is scheduled for 6:15 p.m. Thursday, October 6, 2005, at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

"In 1990, Donald Norman characterized usability as 'the next competitive frontier,'" notes our scheduled speaker, Randolph Bias. "One and half decades later there are still plenty of examples of Web sites, and other user interface designs, that users find woefully unusable." In his presentation titled, *Usability: Why 'they' don't get it and why 'they' do*, Dr. Bias asks, "Why is that? Why are there so many software development teams who resist the inclusion of usability support, who eschew a user-centered design approach?" He will discuss some of the contributing causes, as he sees them and offer suggestions to overcome these situations. He notes, "It is my hope that every attendee will leave with either a new or an enhanced appreciation for how he or she might cost-justify usability efforts!"

"We are excited to have Dr. Bias share his experience and knowledge with us," says LSC President Louellen S. Coker. "As more of our members' careers involve working with Web sites and other user interface designs, it is important that we are able to promote how our expertise positively impacts the user and the cost of the projects on which we work."

Adam Polansky, President of the DFW chapter of the UPA comments, "One of the most frustrating dynamics of coordinating with developers is the perception that User-Centered Design and the time needed to plan intelligent applications is some sort of obstacle to beginning 'real work,' and is, therefore, expendable. Any insight we can get that will help cement our place in the project life cycle is beyond valuable!"

Dr. Bias has a Ph.D. in human experimental psychology from the University of Texas at Austin and has worked as a usability engineer for over 20 years. He created and managed BMC Software's Usability Department and co-founded an independent usability lab and consultancy. He has published over 70 technical and scientific articles, and co-edited *Cost-Justifying Usability: An update for the Internet age (2nd edition)*. Dr. Bias is a certified Human Factors Practitioner and a vigorous advocate for designing technology to fit the user. He has been on the faculty of the University of Texas School of Information since 2003.

The meeting is open to visitors. Registration and networking begin at 5:30 p.m.; the Newcomers SIG meets at 5:45; dinner is served at 6:15 p.m.; and the program begins at 6:45 p.m. Dinner costs \$20 for STC and UPA members and \$25 for non-members, with reservations. Without reservations, costs for the dinner and program are \$25 for members and \$30 for non-members.

The cost for "program only" attendance is \$5 for members and \$10 for non-members, with reservations. Without reservations costs for the program only are \$10 for members and \$15 for non-members. The program is always free to students with reservations and valid student IDs. The registration and reservation deadline is 5:00 p.m. Monday, Oct 3, 2005. You may register by calling 972-558-1622 or visiting the LSC website at [www.stc-dfw.org](http://www.stc-dfw.org). Information on other charges is available at the LSC website.

### **About STC and the Lone Star Community**

The Society for Technical Communication (STC) is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world. Its 18,000 members include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators—anyone whose work makes technical information available to those who need it.

The Lone Star Community (LSC), one of the largest STC communities in the U.S., received the Award of Merit in the international STC Chapter Achievement competition for 2004-2005. The LSC has received awards in this competition for three consecutive years. Drawing over 250 members from all over the Dallas-Fort Worth area, the LSC promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking. For more information about the STC Lone Star Community, visit their website at [www.stc-dfw.org](http://www.stc-dfw.org).

### **About the Usability Professionals' Association**

Established in 1991, the UPA is dedicated to enhancing the skills and professional success of usability professionals. With more than 1,600 members, the UPA provides a network for usability professionals to communicate and share information about skills and skill development, methodology used and/or proposed in the profession, tools, technology, and organizational issues.

For more information about the Usability Professionals' Association, visit their Website at [www.upassoc.org](http://www.upassoc.org).

### **For more information**

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