



SOCIETY FOR TECHNICAL COMMUNICATION



Washington, DC Chapter The Capital Chapter



Keynote Speaker:

Whitney Quesenbery

is a user researcher, user experience practitioner, and usability expert with a passion for clear communication. She helps companies from The Open University to the National Cancer Institute develop usable web sites and applications. Whitney publishes frequently, including a regular column on UXmatters (www.uxmatters.com). Find her online at www.wqusability.com.

Awards Ceremony OR Workshop:

\$30...Judges, entrants, students, volunteers

\$50...STC members

\$70...Non-members

Combo: Awards Ceremony AND Workshop:

\$40...Judges, entrants, students, volunteers

\$60...STC members

\$80...Non-members

Reservation and payment required by Monday, February 5, 2007.

The STC Washington, DC Chapter
Administrative Council and Competition Committee
cordially invite you and your guests to the annual

Competition Awards Celebration

Technical Publications and Online Communication Competitions

Saturday, February 10, 2007

Embassy Suites - Convention Center
900 10th Street NW
Washington, DC 20001

9:00 a.m. - 10:00 a.m.	Workshop check-in and display of winning entries
10:00 a.m. - 12:00 p.m.	Workshop: Choosing the Right Usability Technique Facilitator: Whitney Quesenbery
11:15 a.m. - 12:15 p.m.	Banquet check-in and display of winning entries
12:15 p.m. - 1:15 p.m.	Lunch
1:15 p.m. - 2:30 p.m.	Awards Program Keynote: Writing (and Designing) for Diverse Audiences Keynote Speaker: Whitney Quesenbery

Reserve online and pay by credit card with PayPal.

OR

Mail one completed reservation form printed out from the Web page above for each attendee with check or money order to the address on the Web page.

Workshop

Choosing the Right Usability Technique

A Workshop facilitated by Whitney Quesenbery

There are many usability techniques, from heuristic reviews to remote testing. Each has its own advantages and requirements. Selecting the right techniques is critical to a successful project. That first decision affects the resources and budget needed, and can determine whether you can provide useful and effective information to improve a product. This workshop will review different options for usability evaluations and look at how they can be used most effectively. Whether you are planning your first usability research or your hundredth, this workshop will help you match the right usability technique to your goals, to get the answers you need to improve your products, documentation and web sites.

Banquet Keynote

Working with Diverse Audiences: Content, Culture and Usability

Two current themes in technical communication are the globalization of our work and personal lives, and the push to provide universal usability and accessibility. We find ourselves writing and designing for increasingly diverse audiences – people from many different cultures and with many different usability needs. Can one size fit all, and if not, how do you sort out conflicting requirements? We will look at these issues, some of the user research in the field, and some approaches to universal usability that bridge gaps in content, culture and usability.

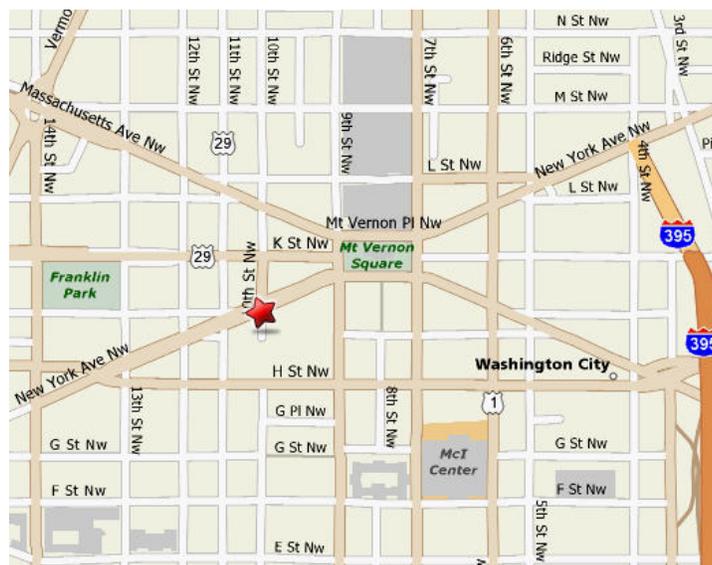
About the Facilitator

Whitney Quesenbery is a user researcher, user experience practitioner, and usability expert with a passion for clear communication. She helps companies from The Open University to the National Cancer Institute develop usable web sites and applications.

Whitney serves on two US Federal Advisory Committees, on voting systems and accessibility regulations, working to improve the usability and accessibility of our civic life. She has served as president of the Usability Professionals' Association, and manager of the STC Usability SIG.

Her most recent publication is a chapter on storytelling and narrative in a new book on personas, *The Personas Lifecycle*. Her column, *People Matter*, appears in *UXmatters* (www.uxmatters.com). You can find her online at www.wqusability.com.

Hotel



The hotel is 1½ blocks from the new Convention Center and near the Metro Center and Gallery Place Metro stations. For directions, see www.stcwc.org/directions_to_embassy_suites.shtml