

# STC



# UCF and STC Bring You User-Centered Design

Designing the Future of Technical Communication in Central Florida

## Personas: Bringing Users Alive

9am—3pm

March 5, 2005

UCF Student  
Resource  
Center  
Live Oak  
Room

[campusmap.ucf.edu/](http://campusmap.ucf.edu/)

Included:  
Refreshments  
Lunch

Certificate of Completion

A one-day Usability  
Workshop with  
Internationally  
Acclaimed  
Usability Expert  
Whitney Quesenbery



### Do You Want To Know...

- What user-centered design means?
- What personas are?
- How to really know your users?
- How to make design decisions that are informed by your users' needs ?

The Orlando Chapter Society for Technical Communication (STC) partners with the UCF Student Government Association to proudly offer a day-long workshop with Whitney Quesenbery, a user interface designer and usability specialist with a passion for clear communication.

One of STC's newest Associate Fellows, Whitney serves as webmaster for STC's Usability SIG. She is also president of the Usability Professionals' Association, directing their Voting and Usability Project. In June 2004 she was appointed to the US Elections Assistance Commission's committee to develop technical guidelines, working to ensure the usability of voting systems.

Whitney has conducted this workshop on the user-centered design method of personas around the world, including the STC Annual Conference, STC chapters, and most recently, in Germany and Beijing, China. Don't miss it!

### Register Early!

**STC Student Member \$20**

**STC Member \$45**

**UCF Student \$45**

**Non-Member \$65**

Add \$20 to registrations received  
after March 1.

For registration or more  
information contact Gail Lippincott:

[persona-workshop@earthlink.net](mailto:persona-workshop@earthlink.net)

For more information, visit the Web:

STC Orlando Chapter: [www.stc-orlando.org](http://www.stc-orlando.org)

WQusability: [www.wqusability.com](http://www.wqusability.com)

STC Usability and User Experience SIG: [www.stcsig.org/usability/](http://www.stcsig.org/usability/)

Usability Professionals Association: [www.upassoc.org](http://www.upassoc.org)