Seven Myths of Usability ROI

Tuesday, October 14
7:00 to 9:30 p.m.
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7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI, ...

7:30 to 9:30:
Seven Myths of Usability ROI
Daniel Rosenberg, Oracle

PARC’s George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

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The debate and discussion on methods to calculate a return on investment (ROI) for usability work has persisted for over fifteen years. In addition, the upswing in popularity of the internet, in conjunction with the sustained downturn in the economy, has increased the focus many user experience professionals have on providing a cost justification of their work. Many practitioners, it appears, must constantly defend their value in the development process just to retain their employment or client base.

However, a review of the current literature and approach to usability ROI indicates several flaws which, in the opinion of the speaker, work to the detriment of the profession. The current approach is based on a set of myths, perpetuated within the user experience community, that any CEO or business executive would plainly see through. These myths have led to an ineffective, tactical approach to quantifying the value that user experience professionals bring to the design process.

This talk is intended to debunk these myths and suggest a more strategic approach that has proved effective at a number of leading high-tech companies in the valley.

Daniel Rosenberg is vice president of development for usability and interface design at Oracle Corporation. He is responsible for the UI design of Oracle Server, Tools, and Applications product lines. His 65-person usability and interface design group at Oracle is also responsible for the development of the Oracle UI standards for Java and HTML, as well as applied UI research on advanced user interfaces.


Daniel has been an active member of the CHI community for 25 years, having taught several CHI tutorials, participated in panels and workshops, and reviewed papers. He was also one of the founding editors of ACM’s NetWorker magazine.

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