

# The Users' Perspective



## The HFES Potomac Chapter Newsletter

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### Next Potomac Chapter HFES Meeting on 9/11/07 by Derek Schultz

**Date:** Tuesday, September 11, 2007

**Speaker:** Dr. Janice (Ginny) Redish, Redish & Associates, Inc.

**Topic:** *"Letting Go of the Words — Writing Web Content that Works"*

**Where:** Positano

4940 Fairmont Ave. (three blocks from the Bethesda Metro Station on the Red Line) Bethesda MD 20814 (parking garages are across the street and also around the corner)  
301-654-1717

**Schedule:**

**6:00 pm**—networking with Dr. Redish and others

**6:30**—dinner: order off the menu; each person pays their own.

(for menu info, go to <http://www.epositano.com/dinnermenu.html>)

**7:30**—coffee/tea and dessert, *courtesy of the Potomac Chapter.*

(If you prefer, you can skip dinner and come at 7:30 pm for complimentary coffee/tea and dessert!)

**7:40**—Dr. Redish's talk on her new book

**8:30**—Questions/Discussion, Book Signing, and Wrap-Up

**RSVP:**

Please notify Derek Schultz ([mediadesign@att.net](mailto:mediadesign@att.net); 301-656-1897) **by Monday 9/10/07...**

=> **if you plan to attend**, and

=> whether you'll be there for **dinner** or **coffee/dessert only**.

**Abstract:** Each use of your web site is a conversation started by a busy site visitor. How well does your web site converse with the people who come to it? Come spend the evening with Ginny Redish and see many examples of web sites that do and that don't hold good conversations with their site visitors. We'll look a little at the content in navigation and search – because getting people efficiently to the information they want is important. We'll spend most time on the destination pages, the content people come to your web site to get. You'll go home with great practical guidelines for organizing, writing, and designing web pages.

**Speaker Bio:** Dr. Janice (Ginny) Redish is President of Redish & Associates, Inc. in Bethesda. Ginny has been helping clients and colleagues create useful and usable products for more than 30 years. Her current consulting practice focuses on creating web sites and web applications that meet her clients' business needs and their site visitors' goals. Ginny has been active in communities related to HFES, primarily the Usability Professionals' Association (UPA) and the Society for Technical Communication (STC). Ginny serves on the Editorial Board of four journals and has published numerous articles and book chapters, as well as three books. Her newest book (June 2007), *Letting Go of the Words – Writing Web Content that Works*, is the basis of this Potomac Chapter meeting. Ginny is a graduate of Bryn Mawr College and holds a Ph.D. in Linguistics from Harvard University. Read more about Ginny at [www.redish.net](http://www.redish.net). Visit the book's web site at [www.redish.net/writingfortheweb](http://www.redish.net/writingfortheweb).

**Note :** We will not have copies of Ginny's book for sale at the meeting. Ginny will bring a few copies of her book for people to look at, and will be happy to sign any copies that people bring with them. The publisher will provide flyers that offer a discount on the book but, according to Ginny, [Amazon.com](http://Amazon.com) is currently offering the best price for the book. If people want to buy the book and bring it for her to sign, the Amazon link is:

[http://www.amazon.com/Letting-Go-Words-Interactive-Technologies/dp/0123694868/ref=pd\\_bbs\\_sr\\_1/103-5421430-2614215?ie=UTF8&s=books&qid=1187885744&sr=8-1](http://www.amazon.com/Letting-Go-Words-Interactive-Technologies/dp/0123694868/ref=pd_bbs_sr_1/103-5421430-2614215?ie=UTF8&s=books&qid=1187885744&sr=8-1)

## Special Session on Biometric Usability *by Mary Theofanos*

New session at Biometric Consortium Conference

<http://www.biometrics.org/bc2007/>

Usability of Biometrics - It starts with the User!

As practitioners of biometric technologies we often overlook the most important system input --- that biometrics starts with the \*user\*. That is, we should not forget that we are interacting humans --- and that our behavior, cognition, anthropometric qualities impacts the system efficiency, effectiveness, and user satisfaction.

Join us for \*Usability of Biometrics: It starts with the User\*. This is the first track ever at the Biometrics Consortium Conference that is dedicated to the growing field of research into understanding the unique overlap between biometrics and usability. As evidenced by the variety of topics & speaker affiliations, biometrics usability crosses industry, government, and academics.

Attendees seeking an introduction to usability and human factors are particularly well-suited to benefit from the wide range of topics and perspectives that will be covered in these talks. Expect to learn why usability is not guesswork; but an approach that can be just as rigorous and scientific as more traditional, pure technological, approaches.

Mark your calendars for Tuesday, September 11, 2007, 8:40 to 12:00 in Room 302 at the Baltimore Convention Center. No registration fee is required for this session.

For more info, contact Mary Theofanos at [mary.theofanos@nist.gov](mailto:mary.theofanos@nist.gov)

Nominations for chapter **President** and **Secretary** for 2008 are open thru September 30<sup>th</sup>. If you or someone you know is interested, or want further information, contact our Chapter President, Michael Eidelkind at (703) 272-5360, or E-mail: [Michael.Eidelkind@ngc.com](mailto:Michael.Eidelkind@ngc.com)

## POC Chapter Purchases a Multimedia Projector *by Tyson Rose and Jack Laveson*

At a recent Executive Committee meeting the decision was made to purchase a digital projector for use at chapter functions. Jack Laveson and Tyson Rose have researched available projectors, and Jack has placed an order for a Sharp XR-10XL multimedia projector. The projector should be available for the September chapter meeting (Tuesday, 9/11/07 at Positano in Bethesda) where Ginny Redish will be make a presentation about her new book "Letting Go of the Words -- Writing Web Content that Works." For more information about the projector and its use please contact Jack Laveson at [jlaveson@juno.com](mailto:jlaveson@juno.com).

## Recent Job Postings *by Jack Laveson*

### Research Psychologist & Social Science Researcher NHTSA Washington, DC

We have two exciting career opportunities in Traffic Injury Control, NHTSA headquarters. The Behavioral Safety Research Office posted two vacancy announcements for research psychologists or social scientists on [www.usajobs.opm.gov](http://www.usajobs.opm.gov) Applications are taken online at that site. We're looking for GS-11s and GS-12s (\$55,706 to \$86,801) to conduct applied research and evaluations in traffic safety in the Office of Behavioral Safety Research. The announcement numbers are NHTSA.NTI-2007-0015 and NHTSA.NTI-2007-0016. They close Friday, September 28, 2007. Here are the links:

#### Social Science Researcher

<http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=61706711&AVSDM=2007%2D08%2D28+00%3A00%3A06&Logo=0&q=nhtsa&FedEmp=Y&sort=rv&vw=d&brd=3876&ss=0&FedPub=Y&SUBMIT1.x=115&SUBMIT1.y=9>

#### Research Psychologist

<http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=61706849&AVSDM=2007%2D08%2D28+00%3A00%3A06&Logo=0&q=nhtsa&FedEmp=Y&sort=rv&vw=d&brd=3876&ss=0&FedPub=Y&SUBMIT1.x=115&SUBMIT1.y=9>

**Human Factors Engineer  
BMT Designers & Planners, Inc.  
Arlington, VA**

BMT Designers & Planners, Inc. (D&P) is looking for an experienced human factors engineer (HFE) with a solid technical background who wants to join a young, exciting, growing HFE team involved in US Navy, US Coast Guard and commercial maritime client program and project support. Superb written and oral communication and presentation skills as well as the ability to quickly and fully integrate with a multidisciplinary team are a must, and equally important as technical expertise. Primary responsibilities include the following:

- Provide onsite HFE program support to government clients including integrating HFE into ship design activities by reviewing contractor plans, reports, and other products.
- Provide hands-on technical HFE support by performing HFE reviews of designs, prototypes and as-built production systems; and perform HFE analyses to ensure that user requirements and HFE safety practices are incorporated into system designs.
- Conduct HFE research and studies including the development of plans, pilot testing, data collection and analysis and reporting.
- Actively participate in multidisciplinary engineering and HFE work groups and work independently to identify and resolve HFE issues and ensure customer needs are met.
- Assist D&P HFE team with business strategy, marketing and business development activities as needed.

**Education:**

Bachelor's degree in HFE or related field required. Advanced degree preferred.

**Required Skills:**

- Minimum of 3-5 years hands-on experience in applying HFE to the design and evaluation of complex systems.
- Experience with surface ship operations or engineering in US Navy, US Coast Guard and other DoD and maritime environments.
- Experience in the following areas: specification development; experience applying standards such as ASTM F1166, MIL-STD-1472, ASTM F1337, and MIL-HDBK-46855 to the design of systems; and experience with design tools such as task analysis and drawing reviews.
- Strong oral and written communication and presentation skills which will enable you to work with multidisciplinary teams and influence design.
- Comfortable, confident self starter with a passion for human factors engineering and a sense of integrity.

D&P enjoys a diverse professional staff and offers competitive salaries and a comprehensive benefits package. BMT Designers & Planners is an Equal Opportunity Employer. Please email resume with subject line "ESH 031" to [HR@dandp.com](mailto:HR@dandp.com) or fax 703-920-7177.

### President

Michael Eidelkind  
Northrop Grumman  
Phone: (703) 272-5360  
email: [michael.eidelkind@ngc.com](mailto:michael.eidelkind@ngc.com)

### Secretary

Kris Hager  
Fannie Mae  
Phone: (703) 403-7090  
email: [kris.hager@gmail.com](mailto:kris.hager@gmail.com)

### Treasurer

Jack Laveson  
Integrated Systems Research  
Phone: (703) 642-3677  
email: [j.i.laveson@ieee.org](mailto:j.i.laveson@ieee.org)

### Directors at Large

Tyson Rose  
IBM - retired  
Phone: (301) 831-8961  
email: [tyson.rose@gmail.com](mailto:tyson.rose@gmail.com)

Derek Schultz  
Media Design Associates  
Phone: (301) 656-1897  
email: [mediadesign@att.net](mailto:mediadesign@att.net)

## Committees for 2007

### Awards

Tyson Rose  
IBM - retired  
Phone: (301) 831-8961  
email: [tyson.rose@gmail.com](mailto:tyson.rose@gmail.com)

### Membership/Directory

Michael Eidelkind  
Northrop Grumman  
Phone: (703) 272-5360  
email: [michael.eidelkind@ngc.com](mailto:michael.eidelkind@ngc.com)

### Newsletter

Kris Hager  
Fannie Mae  
Phone: (703) 403-7090  
email: [kris.hager@gmail.com](mailto:kris.hager@gmail.com)

### Chapter Meeting Program Director

Derek Schultz  
Media Design Associates  
Phone: (301) 656-1897  
email: [mediadesign@att.net](mailto:mediadesign@att.net)

### WebMaster

Jack Laveson  
Integrated Systems Research  
Phone: (703) 642-3677  
email: [j.i.laveson@ieee.org](mailto:j.i.laveson@ieee.org)