Ending the Death March
and
My Life as a User

Tuesday, November 8, 2005
7:00 to 9:30 p.m.
http://www.baychi.org/program/

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

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:
Ending the Death March
Alan Cooper, Cooper

Software construction experts agree: Your software project has a 50 percent chance of failure. The other 50 percent suffer what is commonly known as a "Death March," where the project can only be completed on schedule by jettisoning half of the functionality, most of the flexibility, and all of the user friendliness. In Alan Cooper’s talk, he will show how executives can take control of their technical efforts and vanquish the Death March.

Alan Cooper is the chairman and co-founder of Cooper, a leading consulting company specializing in technology product design. Over the past decade, he has pioneered the practice of making computerized products, web sites and software easier to use and less expensive to build.

His two best-selling books on interaction design, About Face: The Essentials of Interaction Design and The Inmates are Running the Asylum are recognized as indispensable texts.

My Life as a User
Philip Greenspun, Photonet and Arsdigita

A range of topics will be drawn from items that might be found at Phil Greenspun's web site http://philip.greenspun.com/.

Philip Greenspun has been in and around the Massachusetts Institute of Technology (MIT) since 1979. He alternates between teaching traditional electrical engineering classes and Software Engineering for Web Applications, a course he co-developed with Hal Abelson.

In the mid-1990s, Greenspun founded the Scalable Systems for Online Communities research group at MIT and spun it out into ArsDigita, which he grew into a profitable, open-source enterprise software company. The software is best known for its support of public online communities, such as www.scorecard.org and www.photo.net.

Complete abstracts and bios:
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