Many of today's interactive software products and services are not responsive enough. Responsiveness is one of the most important factors in determining customer satisfaction of software and on-line services, but it is often slighted by developers. Jeff will distinguish responsiveness from performance and explain why that performance need not limit responsiveness. He'll explain that the user/computer interface is a real-time interface which must satisfy time constraints to be perceived as responsive. Jeff will present techniques for improving responsiveness despite limited or fluctuating processing resources, and examples of responsive and unresponsive systems.

Jeff Johnson is president and principal consultant of UI Wizards, Inc., a product usability consulting firm. He has worked in the field of Human-Computer Interaction since 1978. After earning B.A. and Ph.D. degrees from Yale and Stanford, he worked as a user-interface designer and implementer, engineer manager, usability tester, and researcher at Cromemco, Xerox, US West, Hewlett-Packard Labs, and Sun Microsystems.

Jeff has published numerous articles and book chapters on a variety of topics in Human-Computer Interaction and the impact of technology on society. He speaks frequently at conferences and company sites on usability and user-interface design. He is the author of GUI Bloopers: Don’ts and Do’s for Software Developers and Web Designers.

Jeff will make a separate presentation to the BayCHI North Bay BOF on November 18, an overview of his new book, Web Bloopers: 60 Common Design Mistakes and How to Avoid Them.

Complete abstract and bio: http://www.baychi.org/program/