



Orange County ACM SIGCHI

Monthly meeting

Tuesday, March 18, 2003, 6-9:00 PM

Joint dinner meeting with STC held at the
Wyndham Garden Hotel, Costa Mesa

Title: Architecture for People – Connecting Physical and Virtual User Experience

OCCHI and STC are honored to present Fu-Tien Chiou, Senior Information Architect for Genex, an LA based web-consulting firm, as our guest speaker. Fu-Tien applies his experience with design methodology in architecture and planning to the virtual environment. He leads user experience design and assessment for hardware, software, and web development.

This presentation examines the similarities and differences between traditional architecture and information architecture practices in the areas of

- Physical/web environment
- Building/site types
- Occupants/users
- Design elements
- Design methodologies

It will point out lessons information architects can learn from well defined, tried and tested processes of traditional architectural design. Looking ahead, it will address the importance of converging virtual and physical architecture in order to create a complete user experience.

Bio:

Fu-Tien holds a B. Arch from Tunghai University in Taiwan, an M. Arch from Georgia Tech in the area of "Environment & Human Behavior" and is a licensed architect. Being a native of Taiwan, he has deep understanding of cross culture user experience. As a seasoned information architect & human factor practitioner, Fu-Tien frequently speaks to professional conferences and academic institutions about this subject. Project types include banking, health care, automotive, manufacturing, .com start-ups, and corporate web sites. Client list includes Citibank, Disney/ABC, CNN, Honda, Honeywell, LifeMasters Online, Sterling Commerce, and Brown & Williamson Tobacco.

To **register** for the meeting visit: <http://www.ocstc.org/dinres.asp>

You must register **before** 5:00 PM on Friday, March 14 to avoid paying \$31.00, the walk-in price.

Cost includes buffet-style meal and free parking.

*Vegetarian choices available

\$16.00 — Students with reservations

\$21.00 — Members with reservations (STC members and OCCHI members)

\$23.00 — Non-members with reservations

\$31.00 — All walk-ins

\$11.00 — Billed to no-shows (see policy at web site)

* To become a member, visit our web sit at http://groups.yahoo.com/group/OC_CHI/ and subscribe.

OCCHI and STC Joint Meeting

Wyndham Garden Hotel
3350 Ave. of the Arts
Costa Mesa, CA



OCCHI

OCCHI has monthly gatherings offering presentations, panels, and demonstrations. Anyone is welcome to join. Membership in any other organization, national ACM or national SIGCHI, is **not** required. Current members include a wide variety of professionals with a common interest in human-computer interaction. They are interface designers, graphic designers, usability engineers, research scientists, psychologists, technical writers and software engineers. They work in large and small companies and universities. They are students, professors, independent consultants, and corporate employees. To become a member, visit our web sit at http://groups.yahoo.com/group/OC_CHI/ and subscribe.

Directions to Wyndham Garden Hotel

3350 Ave. of the Arts
Costa Mesa, CA
(714) 751-5100

Directions from North and Central Orange County:

Take the 55-South freeway to the 405-North
Exit Bristol St./Ave. of the Arts
Take the Ave. of the Arts exit, cross Anton and turn right at the driveway to enter the parking structure

Directions from the Western Orange County (Fountain Valley/Huntington Beach):

Take the 405-South
Exit Bristol and turn left
Turn right onto Anton
Turn left onto Ave. of the Arts and turn right at the driveway to enter the parking structure

Directions from the South Orange County:

Take the 5-North to the 405-North
Exit Bristol St./Ave. of the Arts
Take the Ave. of the Arts exit, cross Anton and turn right at the driveway to enter the parking structure