



# Orange County ACM SIGCHI

## Monthly Meeting

January 5, 2005, 6:00-7:30 PM

Held at Wonderware in Lake Forest

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**Wednesday, January 5<sup>th</sup> at Wonderware in Lake Forest, 6:00 pm**

**Speaker:** Shilpa Shukla

**Talk:** A Practitioner's Guide to Profiles and Personas

**Abstract:**

OC CHI is proud to present Shilpa Shukla to kick off the new year. In her presentation, Shilpa will discuss why it is critical to understand the end user, how to profile them, how to create scenarios based on the user persona, and describe case studies from her industry experience.

**Shilpa's Bio**

Shilpa Shukla holds master's and bachelor's degrees in Information and Computer Science focusing on Human Computer Interaction from the University of California, Irvine. She brings over six years industry experience in Usability, User Experience and Ethnography to Experian Consumer Direct from such industry leaders such as Microsoft, Peoplesoft, Nokia and Hewlett Packard. Currently, she works at Experian Consumer Direct as their Senior User Experience Analysts. Additionally, she is professionally active in the Human Computer Interaction field, by publishing and presenting findings at local chapters, universities, and conferences such as BayCHI, SIGCHI, UPA, and HFI.

Her mission is simple - to assist companies enter the age of the consumer -- designing human-centered products and services. Over the course of the last six years Shilpa has assisted companies develop corporate-wide product development strategies and processes that focus on the customers and enhance user experience. She sees her self as an advocate for the end-user and customer, articulating usability needs to the developers so as to create a more efficient, effective and satisfying user-experience.

**The meeting is free and open to anyone.**

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To RSVP, send email to [acm\\_occhi2002@yahoo.com](mailto:acm_occhi2002@yahoo.com)

**Wonderware**

26561 Rancho Parkway South  
Lake Forest, CA 92630 U.S.A.

Driving instructions on the following page.

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*Please note that guests may need to be checked in and out with security.*



## 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/](http://groups.yahoo.com/group/OC_CHI/) and subscribe.

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### **Directions to Wonderware**

26561 Rancho Parkway South  
Lake Forest, CA 92630 U.S.A.

#### **Directions from the North via 405 Freeway:**

Take 405 Freeway South.

Exit Bake Parkway East and turn left towards the mountains.

Continue on Bake Parkway for approximately five miles.

Turn left at the signal light on Rancho Parkway South.

Turn into the second driveway on the right. Wonderware's three buildings will be to your right.

#### **Directions from the South via 405 Freeway:**

Take 405 Freeway North.

Exit Bake Parkway East and turn right towards the mountains.

Continue on Bake Parkway for approximately five miles.

Turn left at the signal light on Rancho Parkway South.

Turn into the second driveway on the right. Wonderware's three buildings will be to your right.

For directions from other freeways and a map of the campus, please see the following Web site:

[http://www.wonderware.com/about\\_us/maps/lakeforest.asp](http://www.wonderware.com/about_us/maps/lakeforest.asp)

To RSVP, please send email to [acm\\_occhi2002@yahoo.com](mailto:acm_occhi2002@yahoo.com)

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