

World Usability Day 2008

UK UPA Usability in Transportation 'Super Duper' Poster Competition

We invite you to create a Poster of A1 size which will be judged by a select panel at the World Usability Day Event on Thursday November 13th 2008. What are the prizes I hear you ask? You'll have to enter to find out! Rest assured they're brilliant!

We want to see design, innovation, creativity, funkiness and all the other amazing things we know about in our field!

The poster and/or design must answer at least one of the themes of this year's WUD topic **Transportation**:

- How has transportation impacted our culture and society? What are the opportunities and constraints for our society?
- How do humans interact with the following aspects of transportation:
 - Modes – automobiles, planes, trains and subways, boats, trucks, buses, bikes, animals, and more.
 - Infrastructure – roads, highways, bridges, tunnels, and more.
 - Technologies and resources supporting transportation – online travel advisory and ticketing, maps and more.
 - Security
 - Signage
- How do the modes interact with each other?
- How do transportation modes and issues impact our environment? How can being green improve usability of transportation?
- How have accessibility issues and challenges been addressed by transportation?

The posters will be displayed and judged on **Thursday 13th November 2008** at the UK UPA event at LBi in Brick Lane. The judges will be a select panel made up of our sponsors Human Factors International, Flow Interactive and the NMA 2008 User Experience Directory.

Posters will be judged according to the following:

Innovation – 10 points | Design Process – 10 points | Efficacy of Solution – 10 points |
Potential for real world application – 5 points | Poster design – 5 points

If you are planning on entering you must email the attached **Notice of Entry form** to [events\[at\]ukupa.org](mailto:events[at]ukupa.org) by **Thursday 30th October 2008**.

For more details on World Usability Day visit www.worldusabilityday.org and www.ukupa.org.uk

