



## UPA 2.0 Vision

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USABILITY, that's our World!

## Welcome note from the UPA-International

- A very warm welcome to **User Friendly 2009** and to our extremely inclusive and inspiring community of usability and user experience people from around the globe.
- The UPA International and its **Board of Directors** are sending you the warmest regards.
- We at **UPA International** are honored to be invited to become part of the history of UPA China. We are impressed by the confidence, the vision, the creativity and the innovation strengths UPA China is contributing to the whole UPA Brand worldwide.

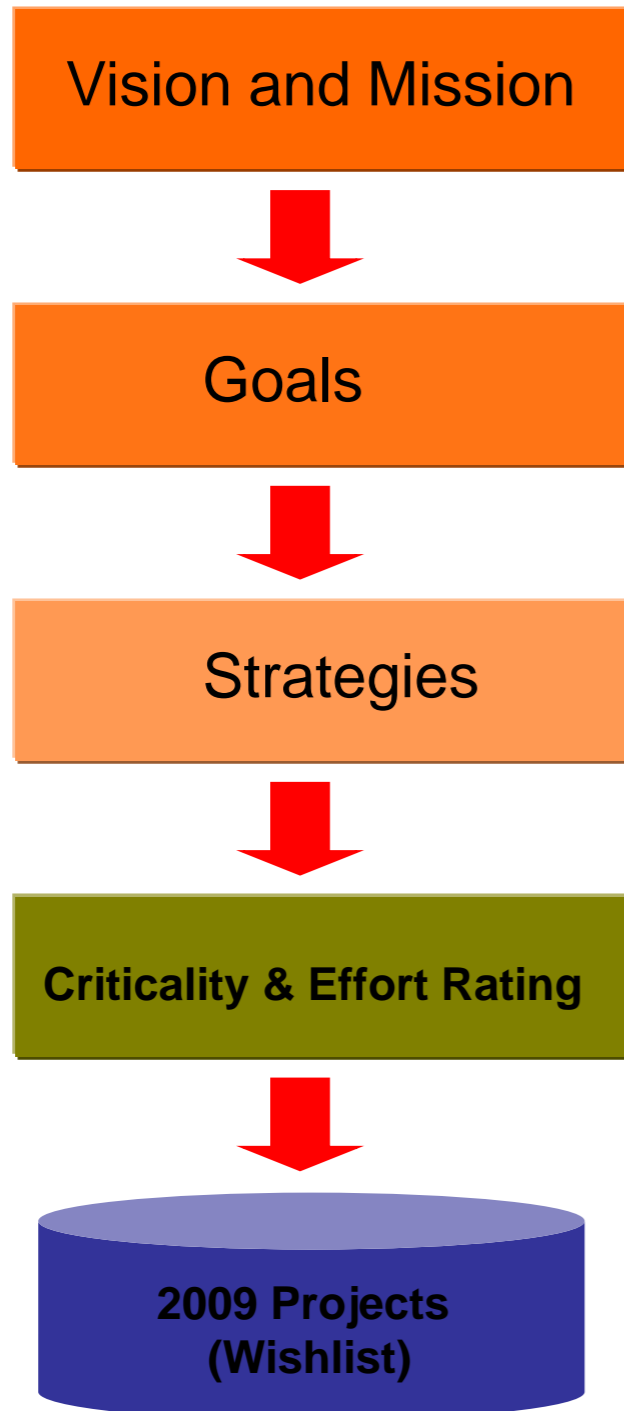


## Agenda

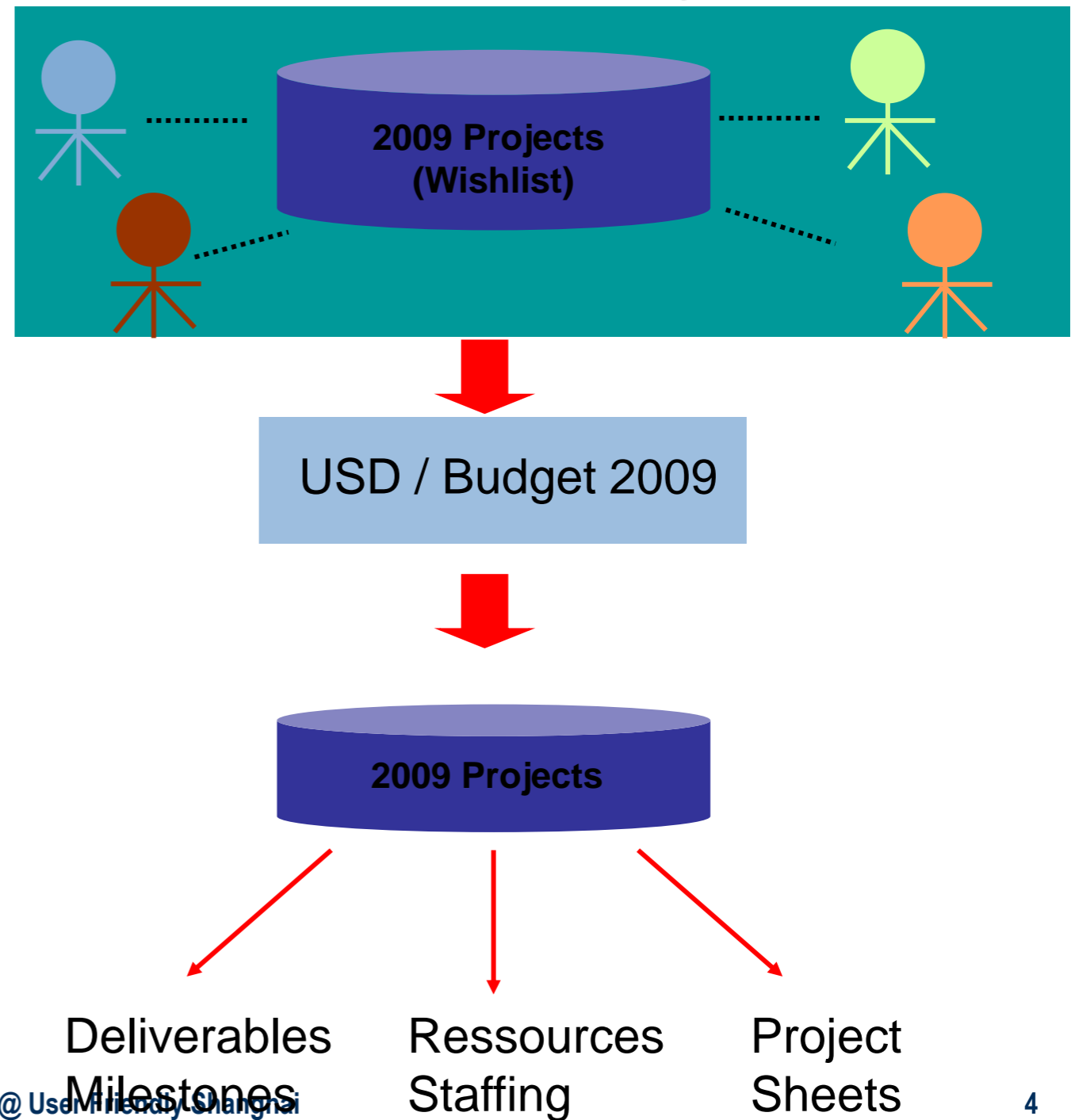
- Introduction
- UPA Vision
- UPA Mission
- UPA Goals and Objectives
- UPA 2009 Strategies (Projects)
- Organizational Structure

# Introduction

## Strategic Planning



## Business Planning 2009



 **UPA Vision**

**To be the premier professional association advancing the field of UX worldwide.**




## UPA Mission

**The UPA supports people who research, design, and evaluate the user experience of products and services.**

## UPA Goals and Objectives

1. Become authoritative source on the practice of usability, UCD, and user experience.
2. Facilitate professional development and education within UX field.
3. Promoting the business value of user experience, research, design and evaluation to business and other entities.
4. Foster a community of user experience professionals through knowledge sharing and networking.
  1. Provide effective UPA Governance.
  2. Enhancing and providing the value of UPA membership

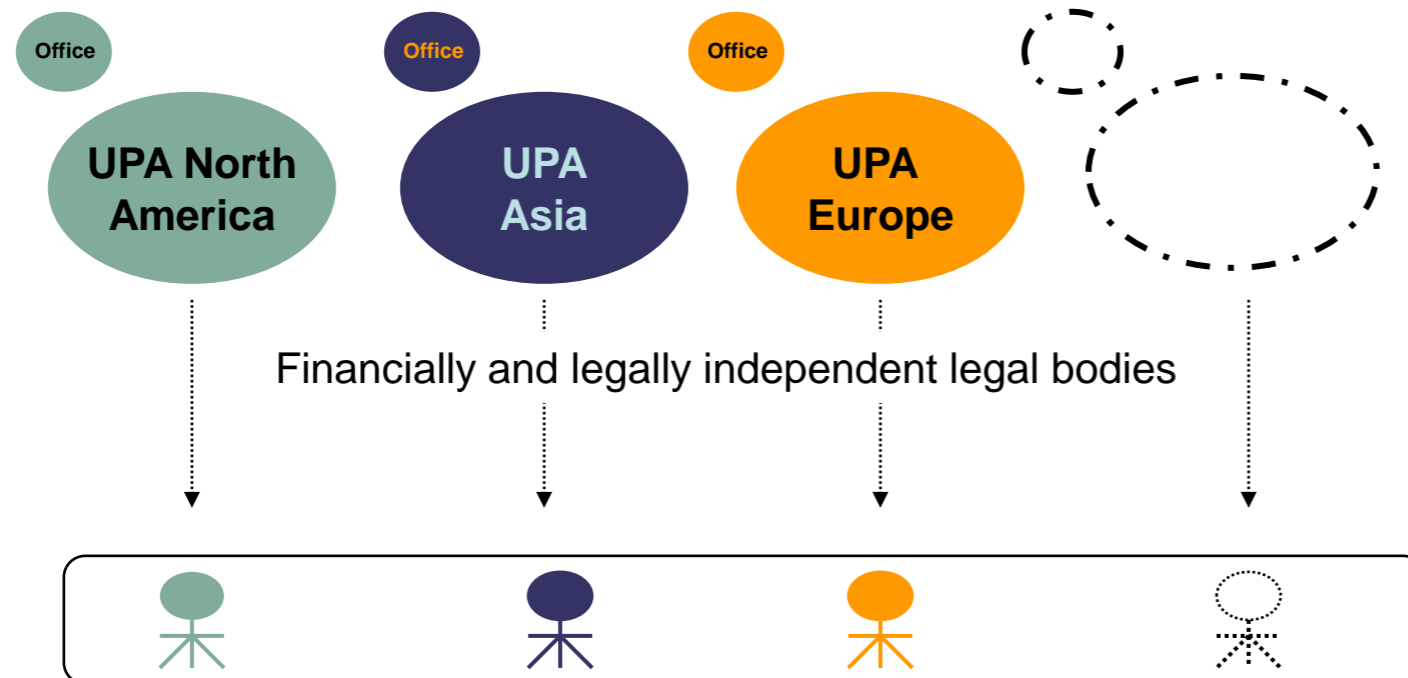
# UPA 2009 Strategies (Projects)

 <b>Usability Professionals' Association</b> <small>Promoting usability concepts and techniques worldwide</small>						
UPA Projects 2009 - Working towards one vision: To be the premier professional association advancing the field of UX worldwide.	Goal 1	Goal 2	Goal 3	Goal 4	Objective 1 (Goal 4)	Objective 2 (Goal 4)
Strategies	Become authoritative source on the practice of usability, UCD, and user experience.	Promoting the business value of user experience, research, design and evaluation to business and other entities.	Facilitate professional development and education within UX field.	Foster a community of user experience professionals by knowledge sharing and networking	Enhance & Promoting Member value	Governance
UPA Content Strategy	X					
UPA Communications Strategy		X				X
UPA Publications (UX, JUS, Voice, Monthly)						
UPA Website	X	X	X	X	X	X
UPA Membership Model 2.0				X	X	
Usability Body of Knowledge	X					
World Usability Day		X		X		
UPA Annual International Conference			X	X		
Online Communities (Facebook, LinkedIn, Catalyze)				X		
Non-member Mailing List					X	
Sponsorship		X				
Elections						X
Online Membership Directory				X		
UPA Store					X	
UPA Service Awards				X		
Appointed Positions						X
Salary Survey	X	X	X			

## ➔ UPA 2009 Strategies (Projects) – Contd.

- New UPA Website (Web 2.0)
- BOK – The Body of Knowledge
- WUD – World Usability Day
- Annual Conferences
- Training & Certification
- UPA Publications (UX Magazin, Voice, UPA-Monthly)

## Organizational Structure



Delegates from different UPAs constitute the UPA-I Board of Directors (Federation). This body owns among other things the UPA Policies + all UPA Strategic global projects and initiatives.

 **Thank you for listening!**

I'm very much looking forward to your feedback,  
your ideas and thoughts.

**ONE team working towards ONE vision: to become  
the premier professional association advancing the field  
of UX worldwide.**

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