

# World Usability Day



**Watch our video to learn more!**

**Learn more and register now.**

Join the Center for Clinical Standards and Quality (CCSQ), a component within the Centers for Medicare and Medicaid Services (CMS), as we celebrate technology that works to harness human potential and make our lives easier with our 3rd Annual World Usability Day on November 10, 2021. World Usability Day is a day of events worldwide that brings together communities of professionals to focus on a common objective: to ensure that technology helps people live to their full potential.

The Information Systems Group (ISG), a part of CCSQ, will host a virtual event to explore this year's theme: **Design of Our Online World: Trust, Ethics, and Integrity**. With this theme, we seek to examine online products and design systems that are helping us to stay connected, learn, and grow in these transformational times. We also aim to address critical issues such as designing for trust, diversity, equity, and inclusion, dark patterns, and ethical design.

CCSQ's event will take place on Zoom from 8:30 AM ET – 4 PM ET with an open-house style format. The event will include presentations, case studies, a panel, and more with design and technology professionals.

## **Guest speakers include:**

- Carol J. Smith from Carnegie Mellon University, Software Engineering Institute, AI Division
- Mehlika Toy, Ph.D. from Stanford University, School of Medicine
- Hunter Whitney from eSimplicity
- Cupid Chan from Pistevo Decision
- Suzanne Martin-Devroye from The Centers for Medicare and Medicaid Services
- And more!

## **Topics will include:**

- Defining and measuring trust as a UX practitioner,
- Democratizing user research,
- How empathy-driven design can help build trust,
- Ethical data visualization in public health,
- And more!

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