

Special Invitation #1

On Monday evening, October 28th, 2002, the SLO Chapter of the Society for Technical Communication (STC) invites you to join us for the following presentation:

“Giving Customers What They Want — Self-Service via the Web”

Integrating Software Tools with Information Portals to Create Performance-Based Portals

If you have this familiar problem... Join us for the best practices solutions:

Your organization needs to design or modify a Web site (a portal) to enable visitors to perform a variety of tasks in a self-service mode. For example, your portal may need to:

- help students access campus services,
- help employees perform human resource transactions, or
- help customers submit service requests.

In each case, however, merely presenting visitors with information does not necessarily mean they can effectively help themselves!

Learn what *performance-based* portals can do:

- More than just information sites, performance-based portals focus on the *tasks* visitors need to perform.
- These portals provide software tools, in addition to information, to help people make decisions as they complete their tasks.
- The result is a much more efficient, successful, and enjoyable experience for customers and site visitors!

Come and discover more about identifying the issues involved — and the best-practice solutions — at this highly interactive and information-packed event!

Speaker: Chet Leighton, instructor at San Francisco State University, software developer, and national expert on knowledge management and best practices in information and workplace performance.

Time: Social hour starts at 5:30; **dinner orders will be taken at 5:50.** The presentation will begin at 6:45 and adjourn by 8:45.



Cost: There is no charge for this event. Each dinner guest pays for his or her meal; an 18% gratuity will be added automatically to each person's ticket. If attending the presentation only at 6:45, you may order beverages upon arrival.

Location: Margie's (private banquet room) 1575 Calle Joaquin, SLO (just off of Hwy 101 near the Los Osos Valley Rd. exit).

Door Prize: "User and Task Analysis for Interface Design" by J. Hackos. Drawing at 7:45. Must be present to win. For program details and maps with directions, please see <http://www.slostc.org/events/oct28.html>.

RSVP REQUIRED no later than Friday, October 25, 2002.

Please send e-mail to reservations@slostc.org (or call 805-462-2199) with your name and contact info, and indicate whether you will be coming for dinner or the presentation only.

Please respond early to reserve a spot, as seating may be limited! **Thank you!**

This event is the first in a three-part SLO STC professional development series under the theme "**Solving Information Challenges in the Workplace**," focusing on techniques for more effective information, project, and knowledge management. For details on the series, see <http://www.slostc.org/events/series.html>.



A Certificate of Completion will be given to those who attend all three events!

“Giving Customers What They Want--Self-Service Via the Web” **Integrating Software Tools with Information Portals to Create Performance-Based Portals**

The Program for October 28th, 2002

Part 1: Exploring the issues through real self-service examples (6:45-7:45)

How do you devise a business strategy that allows customers to help themselves through your web site? Two real self-service examples and related demonstrations will explore the key issues involved.

Case #1: Northern California Credit customer service application answers these questions:

- How can you reduce costs by having customers enter their own orders and service requests?
- How can you increase revenue, and loyalty, by having customers submit and review requests in real time?

Case #2: SFSU student advising (planning a degree program) answers these questions:

- What's the problem with merely providing information to people and asking them to help themselves?
- What are the benefits of a performance-based portal that helps people with actual decision-making?

Short break -- door prize drawing (7:45): “User and Task Analysis for Interface Design” by JoAnn Hackos

Part 2: Exploring best-practice solutions for the self-service example (8:00-8:30)

This segment will answer these important questions:

- How do you turn an information-based portal into a performance-based portal?
- How do you determine what the customers need and want?
- How do you design tools to help people use the information to perform tasks on the Web?
- What are the difficulties of implementing this type of application?
- What best practices are involved?
- **Informal Q&A (8:30–8:45)**

For more information, please see <http://www.slostc.org/events/oct28.html>.

About the Series:

“Solving Information Challenges in the Workplace”

Sponsored by the San Luis Obispo (SLO) Society for Technical Communication (STC)

Topic 1 (October 28, 2002): Chet Leighton, instructor at SFSU, software developer, and national expert on knowledge management and best practices in information presentation and workplace performance, will speak on “Giving Customers What They Want -- Self-Service Via the Web: Integrating Software Tools with Information Portals to Create Performance-Based Portals.”

Topic 2 (November 18, 2002): Dottie Natal, founder of Imagen Multimedia Inc. in Lompoc, and a nationally recognized expert and developer of multimedia projects for academia, government, and nonprofit organizations, will speak on “Keys to Managing a Successful Information-Based Project.”

Topic 3 (December 16, 2002): Dr. Erika Rogers, professor of computer science at Cal Poly, researcher in human-centered computing and usability, and developer of educational technology projects including multimedia-based courseware for industrial training, will speak on “If You Build It, Can They Use It? Ensuring the Usability of Interface Designs.”

For more details on the series, please see <http://www.slostc.org/events/series.html>.