

## publication list

### Marc Rettig

400 South Lang Avenue  
Pittsburgh, PA 15208

mrettig@well.com  
412-215-0026

## SPEAKING, WORKSHOPS AND PRESENTATIONS

I've been speaking at conferences since 1988 on topics of design, communication and technology. Here are highlights:

### *Layers of Experience*

November, 2005, Designing for User Experience Conference (DUX2005), and various corporate and public settings since "Ethnographic methods" are growing in popularity, but the most practical methods for understanding people's experience with products are being invented in the field. This workshop offers frameworks and tools for teams who want to dive into the many-layered complexity of human experience, and use the resulting insights to inform strategy and design.

### *Getting the most out of prototyping*

October, 2005, User Experience 10 Conference  
A full-day workshop on the many ways mockups and prototypes can be useful throughout the product cycle, from research through concept development and design evaluation.

### *Interaction design is language design*

February, 2004, Interaction Design Institute Ivrea, Italy  
Various meetings of the Interaction Design Association  
Proposes a framework for interaction design based on the insight that interaction between people and systems often (but not always) follows linguistic models – "conversation" is not just a metaphor.

### *Beyond user-centered design*

February, 2004, Nokia, Helsinki  
While the influence of "user-centered design" is worth celebrating, it does not offer a whole and sufficient set of methods for conceiving and delivering products and services. I pointed to the notion of "integrated product development," which treats technology, marketing, organizational development, and design all as means to shape offerings and create value.

### *Entering the mainstream: the future of user-centered design*

March, 2003, South by Southwest Conference,  
I was an invited panelist, sitting with Jesse James Garrett and discussing user-centered design with a crowd of web and film people.

### *HCI and designing for user experiences*

June, 2003, ACM DUX (Designing for User Experiences) Conference.  
This was the first joint conference of the AIGA, ACM SIGCHI, and ACM SIGGRAPH. My half-day tutorial oriented people to the values, vocabulary, issues, strengths, tools, and promise of interaction design.

### *User-centered web design*

December, 2002, Web Creator's Conference (Tokyo).

A public demonstration of the design process. Using the audience first as a pool of research subjects then as a team of collaborators, I gathered, analyzed and synthesized research data, prioritized features, and conceived a new site for the conference.

*Interaction design for people and business* December, 2002,  
Sociomedia Forum (Tokyo).

### *Advanced topics in interaction design*

November, 2002, Microsoft.

A two-day workshop with Microsoft employees, discussing topics and facilitating activities related to difficult challenges and promising theoretical frameworks for interaction design.

### *Practicing interaction design: zero to product in ninety minutes*

October, 2002, Chicago ACM SIGCHI.

A fast-paced, hands-on experience of the design process.

### *Design for small screens*

October, 2002, Chicago chapter, Association for Multimedia Communications.

A summary discussion of the challenges faced by designers as they move from design for desktop computers to design for small devices.

### *Translating data into design*

June, 2002, Adaptive Path Road Show.

### *Mobile experience, business value, and desire*

September, 2001, web2001 / internet + mobile conference.

Keynote talk for the user experience track at the conference.

Discussed the challenge of aligning products and services with human needs and desires, given the rules-changing nature of emerging technologies.

### *User-centered web design*

Fall, 2001, independent course.

### *Web process & project management*

1997 – 2001, Web Design and Development conferences.

A popular one-day tutorial conducted for years at the web design and development conferences, as well as in-house at major companies. Covers a typical project from conception to post-launch, discussing techniques, process, deliverables, and team communication. In partnership with Dick Costolo, Chris Frye, and Eric Lunt.

## publication list, continued

### Marc Rettig

400 South Lang Avenue  
Pittsburgh, PA 15208

mrettig@well.com  
412-215-0026

## SPEAKING, WORKSHOPS AND PRESENTATIONS, continued

### *The user experience road to business innovation*

Summer, 2001, eTravelWorld conference.

Suggested ways that executives in the travel industry might use customer-centered strategic design techniques to identify opportunities for innovation.

### *Mobile technology, mobile experience*

Fall, 2001, HannaHodge UX Forum.

Offered a brief inventory of emerging technologies, and suggested that the best way to understand them as raw materials for business is to start with what people do as they move around. Reported on preliminary results of the HannaHodge mobile experience initiative.

### *Dynamic information, dynamic structure, dynamic use*

Fall, 2000, American Center for Design Summit on Information Architecture.

Describes ways web designers are dealing with the challenges of increasingly unpredictable content, contexts and uses for their designs.

### *Ethnography & information architecture*

2000, American Society of Information Science (ASIS) summit on information architecture.

Described ways information architects can use ethnographic methods in their work.

### *Live with your users*

1999 – 2000, Web Design and Development Conferences.

On five different occasions in three cities, I presented this well-received talk on the techniques of contextual research and how they shape both strategy and design.

### **other**

My earliest talks were how-to sessions on relational databases, object-oriented programming, writing documentation, and software teams. In the early nineties I was the token designer at the Software Development series of conferences, talking about designing information displays and user interfaces. Because of my early involvement with the worldwide web, as early as 1996 I collaborated with seeSpace to produce and conduct workshops for Texas Instruments on the impact the web should have on strategic thinking.

## INFORMAL WEB PUBLICATIONS

I have published some material directly to the web, sometimes original and sometimes adapted from conferences and workshops. A few of these have seen circulation enough that I feel justified including them in a publication list.

### *The history of interaction design, 2003.*

An expansion and annotation of slides I prepared for a guest spot in the Design History class at CMU. Now that it is on the web, the document is getting hundreds of downloads per week.

### *Designing for small screens, 2002.*

The slides from a talk I gave at the Chicago chapter of the Association for Multimedia Communications. Once on the web, the publication received attention from the blog community and wide circulation among people pondering the jump to small devices.

### *Walls: beyond whiteboards, 2001.*

Originally prepared as a "show-and-tell" presentation at the Advance for Design summit, this simple piece shows the result of photographing all the work on the walls in a single day at the design firm HannaHodge. Published as encouragement to improve collaboration by making work concrete and explicit, it became a selection for web design discussion salons in the bay area.

## publication list, continued

### Marc Rettig

400 South Lang Avenue  
Pittsburgh, PA 15208

mrettig@well.com  
412-215-0026

### BOOK

*The No-Nonsense Guide to Computing Careers*, Association for Computing Machinery, 1992.

This was a best seller for ACM, selling out two printings. I managed a committee of researchers, coordinated the book design, wrote the book, and created camera-ready pages.

### ARTICLES

*Interaction design case: VasSol CANVAS*  
*ACM DUX (Designing for User Experiences) 2003 Conference Proceedings*

Co-authored with Brian Herzfeldt. Describes the process and results of a project in product definition and interaction design. CANVAS is a medical software product, using MRI scans to measure blood flow.

*Interface design in seven weeks: immersion and interface at the Institute of Design*,

*LOOP 5*, December, 2002,

[aigaloo.newermedia.com/documents/coverarchive/loop5cover.html](http://aigaloo.newermedia.com/documents/coverarchive/loop5cover.html).

A "teaching case study" that describes the activities and results of a seven-week class in interface design, which I taught at IIT's Institute of Design in Chicago.

*gaps*

*Interactions* magazine, 4/95.

an editorial on the language and culture gaps between the various disciplines on project teams

*Interactions* magazine, 4/94

special issue on the interactions design awards; I wrote the preamble and closing reflections on the interaction awards criteria

*A project planning and development process for small teams*

Rettig and Simons, *Communications of the ACM*, 10/93.

Presents the details of a rigorous software development process used successfully by an R&D team. Reprinted in Donald Reifer, *Software Management*, first and second editions, IEEE Computer Society Press.

*The History of Electronic Computing*

wall poster timeline, ACM, 1992.

I did the research and writing for this promotional giveaway.

*Building Effective Applications With Advanced Technology*,  
*Mainframe Journal*, 3/90

Encouraged the audience of mainframe developers and IT managers to think about software design as an exercise in interpersonal communications.

*A Gourmet Guide to the DB2 Catalog*  
*Database Programming and Design*, 2/89.

Describes the details of the DB2 system catalog tables, and how they can be used by database administrators. (Finalist for Western Publisher's Association "Maggie Award" for best how-to article)

*The Five Steps of normalization*.

A wall poster. Miller-Freeman Publications, 1989-1993.

Produced as a free giveaway subscription incentive, this poster clearly and whimsically explains the principles of database normalization. (Still reproduced and cited on the web)

*Product Wrap-Up: Object-Oriented Development Environments*  
*AI-Expert*, 1/89.

Lists and reviews the OOP development tools available for PCs and Macs at the time.

*How to Choose Natural Language Software* (Madeleine Bates, co-author), *AI-Expert*, 7/88.

Explains why natural language processing is a hard problem, and suggests evaluation criteria for people who want to use commercial NLP software in their applications.

## publication list, continued

### Marc Rettig

400 South Lang Avenue  
Pittsburgh, PA 15208

mrettig@well.com  
412-215-0026

## COLUMNS

### Conversation between Marc and Toshi

a monthly column in *Web Creator* magazine (Japan), 2002 – 2003.

Shinohara Toshikazu, a usability specialist, web designer, and university professor in Tokyo, emailed me questions about design for the web, the web industry, and design process. I answered his emails, and the correspondence is printed in the magazine. Topics so far include ethnographic methods, the role of information architects, future trends, the history of interaction design, and web content design.

### Practical Programmer

an occasional column in *Communications of the ACM*, 1990 – 1994.

#### *Prototyping for tiny fingers*, 4/94

A a how-to guide for creating paper prototypes of software, then testing them with real users. Frequently cited, and assigned as a reading in numerous university courses.

#### *Extended Objects*, 8/93

Describes several semantic extensions to object-oriented programming.

#### *Cooperative Software*, 4/93

Describes ways to build software tools that cooperate as full partners in the problem-solving process. Principles of constructivist instructional design, their application in domain-specific design environments, and the trend towards “performance support systems”

#### *Hat Racks for Understanding*, 10/92

Encourages software designers to provide people with multiple views and multiple organizations of information, and to make information structure and relationships visible

#### *A Succotash of Projections and Insights*, 5/92

Documents the exponential growth of bang/buck in desktop computing, and encourages developers to think about leapfrogging the sophistication of their products rather than evolving old into new.

#### *Interface Design When you don't Know How*, 1/92

Presents thoughts about designing user interfaces even though no one on the team is trained as an interface specialist

#### *Nobody Reads Documentation*, 7/91

Discusses innovative thinking about technical documentation, and suggests weaving “how-to” information into the design of the product itself

#### *Testing Made Palatable*, 5/91

Presents the experience of a team who successfully deployed automated software testing. Also discusses the importance of “spiral development,” or “evolutionary development” in building complex systems.

#### *Software Teams*, 10/90

Emphasizes the importance of social factors in building quality software, and documents the experience of a team that has benefited from adopting a “structured open team” organization.

### Expert's Toolbox

a monthly column in *AI-Expert* magazine

In 1987 and 1988, I wrote columns about topics related to artificial intelligence:

#### *Constraint languages*

I was an early proponent of constraint languages, which had received attention in academic literature but little press in magazines for practitioners.

#### *Object-oriented programming*

In 1987, object technology was not the fact of life it is now. I was promoting its use in print when structured programming was still the dominant methodology.

#### *Artificial intelligence and databases*

These columns became a standard part of the marketing literature and press kits for one of the vendors mentioned in the column. They were included as a way to educate their customers about the benefits of marrying these technologies.

#### *Basic artificial intelligence algorithms*

Basic algorithms for planning, game trees and state space search, with sample code in Lisp.