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Presseinformation

Software for People

Symposium “Software for People” at the University of Mannheim / Human-centered Design of Software / Presentations by experts from academia and business

Today’s software should be simple and intuitive to use. This requirement is becoming increasingly important for people, not only in private life, but also in business life. For example, companies can increase efficiency and effectivity of their employees by eliminating the need to study comprehensive manuals or dedicated trainings to be able to use business software. Instead, employees should be able to start their work immediately, thanks to simple and easy handling of the software. How to design human-centered software is the key topic of the symposium “Software for People” on October 19th, held at the University of Mannheim. The symposium is organized by the Institute for Enterprise Systems (InES), an interdisciplinary research institute for Enterprise Systems at the University of Mannheim.

Professionals from academia and business will give an overview on requirements that should be fulfilled by “Software for People”. Prof. Dr. Dieter Wallach, founder of Ergosign GmbH and Professor for Human-Computer Interaction at the University of Applied Sciences Kaiserslautern, deals with user-centered design and illustrates how software should be designed, to be simple and intuitive to use by people. Prof. Dr. Sjaak Brinkkemper (University of Utrecht) provides a more business-centric analysis from the perspective of product management. Prof. Dr. Armin Heinzl (Institute for Enterprise Systems and Chair of Information Systems I, University of Mannheim) and Dr. Tobias Hildenbrand, SAP AG, demonstrate new concepts in the area of conflict between efficiency and innovation in lean development processes. Further practical experiences are provided by the CAS Software AG, a medium-sized enterprise in the Rhine-Neckar Area, and the Deutsche Telekom AG.

The symposium will be held in the context of the Federal Ministry of Economics and Technology sponsored study “Usability in Germany” and the associated funding priority “Einfach intuitiv - Usability für den Mittelstand”. Prof. Dr. Alexander Mädche (Institute for Enterprise Systems and Chair of Information Systems IV, University Mannheim) and Prof. Dr. Michael Woywode (Institute for SME and Chair of SME and Entrepreneurship, University of Mannheim) will present the results of this study.

As part of the symposium the book “Software for People” will be officially presented. It contains current best practices from industry as well as key scientific foundations in this domain. It demonstrates how to achieve the right balance between an innovative product design, effective and efficient software development processes and a holistic product management approach.

More information:

www.institute-for-enterprise-systems.de/ines-symposium-2012.html

www.software-for-people.de/

www.usability-in-germany.de/

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