

# Alamo Inventors<sup>SM</sup>



## Creating Things That Really Work

Gail R. Tomiak, Ph.D.

Dr. Gail Tomiak, Ph.D. is our speaker for September 2014 and will speak on Creating Things That Really Work. She will share the foundation for creating products and services that are useful and on occasion, delightful.

A few years ago, the Department of Homeland Security initiated an effort called SBINet. You may not remember the acronym but as a taxpayer you surely recall the initiative, as it was supposed to provide a more effective, less costly solution to border protection. Its effectiveness depended on 2 key factors: the accuracy of data and the Border Patrol agents' ability to use it. It failed on both counts.

Question: How is it that a billion dollar effort (OK, maybe it wasn't a billion but it was a lot!) worked on by some of the top minds in the business, such as Boeing, fail?

Answer: Because they ignored the customer/user.

Successful products and services are not the only ones that are *needed* but, more importantly, ones that can be easily *used*. Usable products and services empower because they are easy to learn and make the user feel safe from errors as well as being effective and efficient.

Dr. Tomiak will outline how to apply simple research techniques to ensure that your target customer can use (and maybe even love—think iPhone!) your invention. During this presentation you will learn how easy and economical it is to user-test concepts and/or prototypes before valuable time, money and/or effort is spent.

Dr. Tomiak is a trained experimental psychologist, an award winning instructor and usability professional who is currently employed by a Fortune 150 company where a customer's experience is considered *the* key to success.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

## Wednesday, September 10, 2014

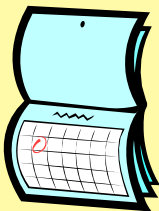
5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

**Public Invited**



Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

[www.alamoinventors.org](http://www.alamoinventors.org)

