

TITLE: **Designing for a Sustainable World**

Date: 12/11/2009

Optimal Usability in conjunction with UPA NZ, would like to invite you to an event to celebrate World Usability Day 2009.

Optimal Usability normally holds a client event for WUD each year, and this year I have helped organized a combined event to which UPA Auckland members are invited. Given the great theme for this year, I thought it a good opportunity to get some discussion happening between business and usability practitioners around sustainability and design.

Timothy Allan, Principal of Locus Research, will be speaking on the night about sustainable design, and I will be leading a Q&A session afterwards.

The event is free, but there are very limited spaces available so please RSVP by Tuesday 10th next week and get in quick!

**\*The Speaker\***

Locus Research is a vertically integrated design studio and leader in sustainable product development and life cycle thinking. A finalist in the Unlimited Sustainable 60, the company has also worked with the Ministry for Environment on Life Cycle Analysis, delivered the 2008 Life Cycle Thinking workshop series. The company also plays an active role in the Sustainable Design Group New Zealand.

Timothy Allan is the principal of Locus Research. Timothy brings more than a decade of sustainable product development in the commercial domain to the team, along with a proven ability to lead technology oriented product development projects and diversified design teams. Timothy brings a singular focus to his concept of life cycle thinking and its integration with commercial product development across a wide range of sectors.

**\*The Talk\***

"Sustainability starts with you & finishes with your customers"

Sustainability and the concept of life cycle thinking involves products and services in a system that users and consumers interact with. Understand the connection between your company and this system. Learn how these relationships have a profound impact on the future sustainability and success of your company, and the role usability has to play in communicating these relationships.

**EVENT DETAILS:**

RSVP: Please RSVP to [auckland@upa.org.nz](mailto:auckland@upa.org.nz) by Tuesday 10th November

Date & Time: Thursday 12th November, 6.00 - 8.00pm (Talk on sustainable design: 6.45pm - 7.15pm)

Venue: The Westin Hotel, 21 Viaduct Harbor Avenue. 'The Private Room'- look for sign on the night.

Cost: Free

**Locus Research** is a vertically integrated design company that operates from design research to product launch, providing a single point of contact throughout the product development and commercialisation life cycle. Founded in 2002, Locus Research has pioneered the use of life cycle thinking in product development and lectures nationally and internationally on the topic.



For further information please contact:

**Timothy Allan:** Principal - Locus Research Ltd

Ph: (07) 571 5007 ext. 702, 027 240 5781 [tim@locusresearch.com](mailto:tim@locusresearch.com)

Locus Research: [www.locusresearch.com](http://www.locusresearch.com)