CHI Tours – Friday, May 4th

NOTE: All tours are full.

Tours of several groups of Silicon Valley based companies and universities are being offered on Friday, May 4th, the day after the CHI Conference ends. **Transportation and lunch are provided as part of each tour day.**

How to apply to attend a tour day:

- Read the descriptions of the tour days below and choose the tour day you would like to attend.
- Contact the tour coordinator of your chosen tour day to register for the tour day.
- Note: Please apply to attend only one (1) tour day. Please note that requesting to attend a tour day does not guarantee your place. **You will receive a reply from the tour coordinator you contacted informing you of whether or not you have a place.** All tours are filled on a "first come, first served" basis as requests are received.

Additional details:

- Once your place is confirmed, your tour coordinator will provide you with details about where and when to meet your tour.
- You must attend the entire tour day in order to register for a tour.
- Start times and approximate return times are noted with the description of each tour day.
- All tours depart from the San Jose McEnery Convention Center or very nearby. Your tour coordinator will provide you with specific details. Your tour transport will return you to the San Jose McEnery Convention Center again at the end of the tour day.
- No photographs are allowed inside any of the buildings you will visit.

If you have a change of plans and cannot attend your tour:

- If you sign up for a tour and are no longer able to attend, please notify your tour coordinator immediately via the email address provided. This will make it possible for your tour coordinator to replace you with someone on the waiting list.

Berkeley Information School, Berkeley Institute of Design, Yahoo! Research Berkeley.

This tour is now full. If you have applied for this tour you will hear by e-mail whether or not you are confirmed for this tour. If you are confirmed but find that you need to cancel, please e-mail: lbailey@erso.berkeley.edu to inform the tour organiser.

Bus leaves San Jose: 9:00 am
Bus arrives back at San Jose: approximately 5:45 pm

Please note that transportation to Berkeley location will take about 1 hour.

Description:

This tour will visit UC Berkeley and Yahoo's new research lab in downtown Berkeley. Sites to be visited are: Berkeley's Information School, housed in historic South Hall, and home to Masters' and Ph.D. programs spanning HCI, Science and Technology Studies, New Media, Information Management and Retrieval; Berkeley Institute of design, an interdisciplinary research lab with a focus on HCI and Human-Centered Design; and Yahoo! Research Berkeley, which explores social media and mobile media technology and applications that will enable people to create, describe, find, share, and remix media on the web.

IBM, Stanford University, Nokia, Yahoo!

This tour is now full. If you have applied for this tour you will hear by e-mail whether or not you are confirmed for this tour. If you are confirmed but find that you need to cancel, please e-mail: cbauburn@stanford.edu to inform the tour organiser.

Bus leaves San Jose: 8:30 am
Bus arrives back at San Jose: approximately 6:30 pm.

Description:

This tour will visit 4 major Silicon Valley centers of HCI research. Starting at IBM Research Almaden, you will be introduced to demonstrations from the Computer Science and Almaden Services Research divisions. From there we will proceed to Stanford University, the home of the d-School and the CCRMA center for computer music research. After lunch (hosted by Stanford), we will visit Nokia's new research center in Palo Alto. Finally, we will end the tour at Yahoo!, the world's number one Internet brand and home to Flickr, del.icio.us, Yahoo! Go for mobiles and other goodies. The Yahoo! Research and User Experience Design teams will host you with snacks and cocktails, and give a tour of the usability labs.

Google, Intuit, frog design, SAP

This tour is now full. If you have applied for this tour you will hear by e-mail whether or not you are confirmed for this tour. If you are confirmed but find that you need to cancel, please e-mail: CHI2007labTour_GoogleIntuitFrogDesignSAP@intuit.com **to inform the tour organiser.**

Bus leaves San Jose: 8:30 am
Bus arrives back at San Jose: approximately 3:30 pm

Description:

Your life is filled with products they have designed; now learn how they were created! On May 4th Google, Intuit, Frog Design and SAP invite you to visit each of their campuses to meet their designers and tour their facilities. Learn first hand from their design teams about each company's unique approach to design. Explore state of the art labs, participate in hands on demonstrations of new methodologies. Discuss design's role in business strategy and how company culture impacts design. Transportation, meals and reception included. Tour leaves the convention center at 8:30 am and the bus will return by 3:30 pm.

TiVo, Microsoft, Oracle, Ricoh

This tour is now full. If you have applied for this tour you will hear by e-mail whether or not you are confirmed for this tour. If you are confirmed but find that you need to cancel, please e-mail: jatinthaker@gmail.com **to inform the tour organiser.**

Bus leaves San Jose: 9:00 am
Bus arrives back at San Jose: approximately 4:00 pm

Description:
During this CHI Tour you will visit a variety of user-testing facilities at TiVo, Microsoft, Oracle and Ricoh. You'll learn how TiVo creates their Emmy-award winning user experience! You'll hear how TiVo approaches design and research for its TV, PC, Mac, Mobile, and Web products. At Microsoft you'll explore several research labs for testing mobile, PC, Mac, and TV products. Set-ups range from standard labs to highly customized living room and home entertainment experiences. At Oracle, you'll see a range of Usability Labs being used for testing Visualization, Multi-Server, Focus Group and Office Type Environments. At Ricoh, you will see their Usability Labs, and a brief presentation.

Adobe, eBay, IDEO, Sun Microsystems.

This tour is now full. If you have applied for this tour you will hear by e-mail whether or not you are confirmed for this tour. If you are confirmed but find that you need to cancel, please e-mail: CHItours@adobe.com to inform the tour organiser.

Starting in San Jose at: 9:00 am
Bus arrives back at San Jose: approximately 6:00 pm

Please note that this tour starts at Adobe, and since Adobe is located in the center of San Jose, very near to the Convention Center, transportation for this tour will be provided after a tour of Adobe. Your tour representative will provide you will the details.

Description:

Tour some of the most creative companies in the industry, starting at Adobe's headquarters, located walking distance from the SJ Convention Center. Enjoy a light breakfast while seeing how Adobe is revolutionizing how the world engages with ideas and information. A bus will pick the group up at 11am to set the tour in motion. Enjoy lunch at eBay and learn how eBay uses multiple user research methods to deeply understand its customer and how people shop online. Visit IDEO's Palo Alto studios to hear how design thinking is changing the way companies innovate. Finish the day by seeing how Sun Microsystems validates the user experience design of its cutting-edge software and hardware products for developers and system administrators through modern usability study techniques. The bus will return to the San Jose Convention Center around 6 pm.