

1: CRISIS LEVEL

2: UNDERSTANDING

3: INFORMATION SOURCE



# Activity Theory Usability Laboratory

<http://infosys.uow.edu.au/atul/>

## ATULens

Business Analysis Using Innovative Tools

FACTSHEET



The Activity Theory Usability Laboratory (ATUL) specialises in combining people skills with the capabilities of modern technology. The Usability Laboratory supplies professional expertise complemented with computer-based applications to produce the following enhanced services with a new lens through which to view your business:

### STELLA DYNAMIC SYSTEMS MODELLING

There are many processes within organisations that can be modelled dynamically using the principles of Systems Thinking. The Stella/iThink simulation package, combined with the expertise in ATUL, can help visualise various proposed processes, and interact with them, before they are physically implemented. This means you can find the bottlenecks and problems prior to system implementation. It is amazing how many processes can be analysed using this technique—traffic and information flows, environmental and economic systems, to name a few.

### ZING FACILITATED GROUP DECISION SUPPORT

Zing is a facilitated decision-support system, applicable to small-group problem solving and knowledge creation through democratic learning processes that can lead to cultural transformation and accelerated innovation. Zing consists of a mix of hardware and software that allows for group brainstorming and decision making. Hardware enables multiple keyboards to control cursors of a PC or laptop on which the Zing software can be loaded and projected onto a screen to be viewed by the participating group. In a session, a suitable questions are loaded and used to guide the dialogue on a given topic or problem. Each participant types in ideas and responses on their own keyboard into their own anonymous window. When ready, they then fire up to the public section. These statements can then be reviewed, summarised and stored by the group.

### OTHER TOOLS FOR ACADEMIA AND INDUSTRY

Surveys and structured interviews are popular ways of finding out what you need to know. However, sometimes simple analysis of this type of data will not supply you a complete picture of a situation. ATUL is able to expand the way you gather and analyse information by providing consultation and computer-based tools for

- concept analysis of text,
- building online communities,
- social network analysis of relationships,
- Q-method focus groups to extract a richer, subjective picture of an issue,
- and much more.

For advice on what tools may suit your situations and how best to use them, please contact us.

THE ACTIVITY THEORY USABILITY LABORATORY (ATUL) IS SET UP TO CONDUCT RESEARCH INTO HUMAN COMPUTER INTERACTION, ACTIVITY THEORY AND KNOWLEDGE MANAGEMENT, AS WELL AS FOR PRACTICAL USABILITY TESTING OF SYSTEMS USING THE METHODS DERIVED FROM OUR RESEARCH. ATUL ALSO OFFERS AN ADDITIONAL SELECTION OF INNOVATIVE SERVICES DESIGNED TO IMPROVE THE WAY PEOPLE AND ORGANISATIONS USE INFORMATION AND OBTAIN THE MOST BENEFIT FROM MODERN TECHNOLOGY.

### CONTACT US:

ATUL, University of Wollongong,  
Building 117, Northfields Ave,  
Wollongong NSW

Phone: 02 42214276 (lab)  
02 42213757 (director)

email: [hasan@uow.edu.au](mailto:hasan@uow.edu.au)