

About the Authors

Thomas S. (Tom) Tullis is senior vice president of User Insight at Fidelity Investments. He joined Fidelity in 1993 and was instrumental in the development of the company's User Experience department; its facilities include a state-of-the-art Usability Lab. Prior to working at Fidelity, Tom held positions at Canon Information Systems, McDonnell Douglas, Unisys Corporation, and Bell Laboratories. He and Fidelity's usability team have been featured in a number of publications, including *Newsweek*, *Business 2.0*, *Money*, *The Boston Globe*, *The Wall Street Journal*, and *The New York Times*. Tullis received a B.A. from Rice University, an M.A. in experimental psychology from New Mexico State University, and a Ph.D. in engineering psychology from Rice University. During his 30 years of experience in human-computer interface studies, he has published more than 50 papers in numerous technical journals and has been an invited speaker at national and international conferences. Tom also holds eight U.S. patents and is an instructor in the Human Factors in Information Design Program at Bentley College.

William (Bill) Albert is currently a director of User Experience at Fidelity Investments. Prior to joining Fidelity, he was a Senior User Interface Researcher at Lycos and Post Doctoral Research Scientist at Cambridge Basic Research. Over the past decade, Bill has used nearly every type of usability metric as part of his research. He has published more than 20 papers and has presented his research at many professional and academic conferences. Albert has been awarded prestigious fellowships through the University of California and the Japanese government for his research in human factors and spatial cognition. He received B.A. and M.A. degrees from the University of Washington and a Ph.D. from Boston University.