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### **Expert Profile: Donald Rickert, Ph.D., IDSA (Product Design & User Interface Design)**

Dr. Donald Rickert is a highly-credentialed user interface design and product design expert. An Industrial Designer (IDSA professional level certification), he has more than 30 years of experience in product development, human factors engineering (ergonomics), website development, market research, human-computer interface design and user interface design, as well as significant experience in qualitative

and quantitative consumer behavior research, including human factors analysis, survey research, survey methods, research methodology, and conducting usability evaluations. He also has especially well-honed skills in the related areas of Statistics and Statistical Analysis (professorial lecturer in statistics at a major university).

He has served as the Director of Human Factors Engineering & Consumer Behavior and Chair of the User Interface Design Standards & Practices Committee of an enterprise software company geared toward the financial industry. In this role, Dr. Rickert was responsible for company-wide human-computer interface standards and user interface design oversight. Additionally, he has experience as an adjunct professor of design research, market research and new product development (NPD) in the School of Industrial Design at a top research university. Currently, he is the Managing Partner of a product design and design research consulting firm, serving a variety of industries.

### **Expert Witness Experience**

- Experience as testifying expert witness on a landmark patent infringement case (U.S. District Court) and multiple ITC 337 Investigations
  - **Physical Infringement Analysis:** Don possesses beyond-the-usual experience as an expert witness in analyzing internal structures and electronic components of accused devices
- He also has rare (for an expert witness) experience in review and analysis of USPTO Patent Prosecution Records
- Dr. Rickert has experience in preparing most of the reports (Rule 26 Reports, multiple Rebuttals, and Expert Declarations) that are possible for an Expert Witness on U.S. District Court patent infringement case to write.

## Industry Experience

- **Consulting:** Wide breadth of industries and types of products, including banking technology, computer software, computer technology, digital audio, digital video, ecommerce, enterprise software, graphical user interface (GUI), information technology (IT), information technology system design, input devices, interactive television, internet, internet applications, logistics, internet marketing, marketing, mobile devices online communication, remote control devices, research & development (R&D), retail point-of-sale equipment, software development, streaming media, video streaming, web publishing and website development
- **Research Methodology and Statistical Analysis:** Dr. Donald Rickert has the highest level of training and expertise in scrutinizing the scientific validity of any research methodology, survey research and/or statistical analysis that might be used to bolster a case (either side)
- **Published Works and Lectures:** On user interface design, product design, research methodology and related product development topics—
  - 20+ Refereed Conference Papers and Journal Articles
  - 20+ Lectures to Professional Organizations
  - Approximately 200 white papers, many re-published as weblog articles
  - 20 syndicated videos (on YouTube)
  - 100+ Technical Reports (most client-confidential)
- **Survey Research:** Developed and/or analyzed approximately 100 questionnaires and surveys for a number of industries, including regional and national non-profit organizations, businesses, national professional associations and government agencies (e.g. U.S. Dept. of Justice)

## Professional Societies, Board Appointments and Related

- Industrial Designers Society of America (IDSA Professional Member), the Product Development & Management Association (PDMA) and the Association for Computing Machinery (ACM) and the American Marketing Association (AMA)
- IDSA Mentor for Young Professionals
- Served as judge, referee or reviewer for numerous product design competitions and student portfolio reviews sponsored by the IDSA, PDMA, ACM and UPA (Usability Professionals Association)
- Member of the Computer Science Advisory Board (Faulkner University)
- Executive Boards (ACM and PDMA Atlanta Chapters)
- Founding member of CHI-Atlanta, the Atlanta chapter of the Special Interest Group for Computer-Human Interaction of the Association for Computing Machinery (ACM)

## Education

- Ph.D., Information & Decision Systems (Supporting Field: Human Factors)
- M.S., Planning & Policy Management
- B.A., Psychology

## Keywords

Banking technology, Computer software, Computer technology, Consulting, Consumer behavior, Design research, Digital audio, Digital video, Ecommerce, Enterprise software, Financial industry, Graphical user interface (GUI), Human factors analysis, Human factors engineering (ergonomics), Human-computer interface, Human-computer interface design, Industrial Design, Industrial Designers Society of America (IDSA), Information technology (IT), Information technology system design, Input device, Interactive television, Internet, Internet applications, Internet marketing, Logistics, Market research, Marketing, Mobile devices, Online communication, Patent infringement, Prior Art, Product design, Product development, Qualitative, Quantitative, Research, Research & development (R&D), Remote control, Research methodology, Software development, Standards & Practices, Statistical Analysis, Statistics, Streaming media, Survey methods, Survey research, User interface design, Video streaming, Web publishing, Website development