

David Sless

Professor David Sless is CEO of the Communication Research Institute, Visiting Professor of Information design in the Design Institute at Coventry University.



In 1985 he was invited to set up the Communication Research Institute, a not-for-profit body that undertakes research and provides information design services to over 200 large organizations in government and industry.

David is a frequently invited keynote speaker at international conferences, and is the author of over 200 publications

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The Communication Benchmarks Project

Abstract:

Over the last 20 years our team has been collecting benchmark data on the usability of information, before it undergoes any change or transformation by professional information designers. The benchmark data spans many areas. Specifically of relevance to this conference is our benchmark data on the usability of statistical collection forms, national economic indicators, financial reports, bills, insurance documents, bank statements and investment reports.

Together, this corpus of benchmark data provides interesting insights into the current usability of information used by professionals and lay people in making decisions. I shall report on findings since 1983 to the present day.

As the conference positions itself to *enhance progress*, this paper will offer evidence of where we are currently when considering the usability of data designed for decision making. Further, it will suggest what might have to be done to *enhance* the design of information to achieve *measurable* progress in the future.