

# THURSDAY AM

**8** Registration & Breakfast, West Lobby

**9** Welcome by User Centric, Inc., James Simpson Theatre

**9:10**

Brad Hirsch **Keynote: Is the Customer Experience a Safe Bet?**  
James Simpson Theatre

**9:45**

Shailesh Manga **Designing the Air New Zealand SkyCouch**  
Ward Hall



Jay Vidyarthi **Exploiting Cognitive Bias: UX for the Irrational Mind**  
James Simpson Theatre



**10:15** Break

**10:30**

Thomas Snitker **Global User Research: How & Why Culture Matters & How to Deal With It**  
Ward Hall



Simon Herd **Child's Play: User Research with Children**  
James Simpson Theatre



**11:10**

Susan Wolfe **Service Design: Creating User Experiences Greater than the Sum of Their Parts**  
Ward Hall



Eric Marillet **Bringing Innovation to Life: Embedding User Insight into the Design Process**  
James Simpson Theatre



**11:50** Lunch, West Lobby (additional seating in Lecture Hall II)

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Optimal Workshop  
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Rosenfeld



= Usability Enthusiast

= Advanced Practitioner

= Roundtable

# THURSDAY PM

12:50

Roger Beynon  
Gavin Lew  
Kim Oslob

## **KPIs: More than Just Bonuses**

James Simpson Theatre

1:30

David Krajicek

## **Keynote: The Future of Market & UX Research**

James Simpson Theatre

2

**Break, Classroom A**

2:15

Lyle Berkowitz,  
Jonathan Baran

## **Usability is the Key to Healthcare Innovation**

Ward Hall



Tim Bosenick

## **UX Speaks Marketing: Measuring the ROI of User Experience Research**

James Simpson Theatre



2:50

Ali Berkman

## **Evolving the UX Design of Online Banking**

Ward Hall



Janne Lohvansuu

## **User Experience Changing the Face of Healthcare: iPad Applications for Clinics (A Case Study)**

James Simpson Theatre



Martin Ho,  
Ali al-Azzawi

## **Roundtable: Are You a UX Researcher or a UX Designer? (Ends at 3:35)**

Lecture Hall II



3:20

**Get a Taste of UX from Around the World, Classroom A**

3:40

Stepan Doubrava

## **10 Dimensions of Design**

Ward Hall



Helga Letowt-  
Vorbek

## **Mobile Usability: Insights from South Africa and its Cultural Diversity**

James Simpson Theatre



4:10

Panel

## **Around the World: Local Perspective on Global Research**

James Simpson Theatre

5:30 - 7:30

**Cocktails & Hors d'Oeuvres, West Lobby**

# FRIDAY AM

8

**Check-in & Breakfast**, West Lobby

9

Aga Bojko

**Keynote: Eye Tracking Crimes & Misdemeanors**

James Simpson Theatre

9:30

**Break**

9:45

Anne Beall

**Reading the Hidden Communications of Research Respondents & Translating Observations into Insights**

Ward Hall



Byron Stewart

**Using Theatre Techniques to Write Effective Personas**

James Simpson Theatre



Martin Ho,  
Shailesh Manga

**Roundtable: Moving from a Web-based Platform to a Mobile Platform (Ends at 10:25)**

Lecture Hall II



10:15

**Break**

10:30

Kath Straub

**Reading Between the Words: Strategies for Improving the Readability of Printed Text**

Ward Hall



Craig Miller

**Evaluating Usability without Users: Using Predictive Analytic Methods to Evaluate User Interfaces**

James Simpson Theatre



11:20

Mercedes  
Sanchez

**Around the World in 140 Characters: How Companies Manage Twitter in 17 Countries**

Ward Hall



Tom Lee

**Beyond Web Analytics: Tools for Understanding Physician Interaction with Electronic Health Records**

James Simpson Theatre



11:50

**Lunch**, West Lobby (additional seating in Lecture Hall II)

## Attendee perks!

- Your conference badge gets you into all General Admission exhibits at The Field Museum on Thursday and Friday from 9am-5pm.
- Wireless Internet is free compliments of UserZoom. Password is: **userzoom**
- Visit our Business Center (Classroom C) if you need to breakaway to take a call or would like a quiet spot to meet.

 = Usability Enthusiast

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# FRIDAY PM

12:50

Panel

**Tricorders, Light Sabers, and Hoverboards: What UX Challenges do we face over the next 10 years?**

James Simpson Theatre

1:30

Mark Detweiler

**Keynote: Creative Alternatives for User-Centered Design**

James Simpson Theatre

2

**Break, Classroom A**

2:15

Lene Nielsen

**Co-Design with Personas**

Ward Hall



Bob Zimmerman

**Getting Good User Experience Design Through Development: How to Prevent Frankenstienization**

James Simpson Theatre



2:50

Javier Darriba

**How to do Mobile Automated Remote Usability Testing: Challenges and Solutions**

Ward Hall



Alice Lucchin,  
Serena Caprara

**Mobile Customer Care Channels: A User-Centered Design Approach**

James Simpson Theatre



3:20

**Get a Taste of UX Around the World: Meet the UXalliance**

Classroom A

3:40

Darren Kall

**Ask, Listen, Learn. Unbiased Customer Interviews**

Ward Hall



Morgan  
McKeagney

**The End of Hype, BS & Bling: UX Strategy in the Age of Austerity**

James Simpson Theatre



4:10

**Closing by User Centric, Inc.**

James Simpson Theatre & Ward Hall

**Don't be a stranger!**

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