

Usability Professionals' Association 2008 International Conference

The Many Faces of User Experience

usability through holistic practice

Baltimore, Maryland, USA

June 16-20, 2008

Baltimore Waterfront Marriott

EDUCATIONAL SCHEDULE-AT-A-GLANCE



Usability Professionals' Association

Promoting usability concepts and techniques worldwide

2008 International Conference Educational Schedule-at-a-Glance



MONDAY, June 16, 2008

<u>Workshops (8:30 am - 5:30 pm)</u>		<u>Evening Tutorials (6:30 pm - 9:30 pm)</u>	
W1	Exploring Best Practices in Longitudinal Usability Studies Workshop by Catherine Courage, Stephanie Rosenbaum, and Jhilmil Jain <i>Methods & Skills for Experienced Practitioners</i>	T6	Post-its and Affinities: low-tech tools for high-impact results Tutorial by Mary Beth Rettger <i>Methods & Skills for Everyone</i>
W2	Managing a Corporate User Experience Group Workshop by Mary Beth Rettger <i>Managing User Experience for Technical/Professional Leadership</i>	T7	Making Memorable Video Clips When you Aren't a Videographer Tutorial by Jim Hudson, and Stefanie Wood <i>Methods & Skills for Everyone</i>
W3	Supporting Design by Non-Designers Workshop by Amy Kidd and Jennifer Lymneos <i>Usability perspectives for Everyone</i>	T8	Card-Sorting and Cluster Analysis for Information Architecture Design Tutorial by Jianming Dong, Carol Righi, Janice James, Larry Wood <i>Methods & Skills for Everyone</i>
W4	Models of Healthcare Consumers' User Experience Workshop by Whitney Quesenbery and Christy Mylks <i>Usability perspectives for Experienced Practitioners</i>	T9	Label Placement in Forms (and Other Time-Consuming Forms Controversies) Tutorial by Caroline Jarrett <i>Methods & Skills for Everyone</i>
W5	Managing a User Experience Consultancy Workshop by Sarah Bloomer <i>Managing User Experience for Technical/Professional Leadership</i>	T10	Accelerator Workshops: How Rapid Facilitation gets things done in days instead of weeks Tutorial by Yvonne Shek, Gene Smith <i>Methods & Skills for Experienced Practitioners</i>
Full Day Tutorials (8:30 am - 5:00 pm)		T11	Skills and Strategies for Dealing with Key Issues in International Field Research Tutorial by David Siegel, Susan Dray <i>Methods & Skills for Everyone</i>
T1	Applied Design Principles for Rich Web Interactions Tutorial by Kate Walsler, Duane Degler, Ann Chadwick-Dias, and Marguerite Bergel <i>New Approaches, Methods, or Technologies for Everyone</i>	T12	Effectively Recruiting Users as Participants in Usability Research Tutorial by Deborah Hinderer Sova, Dana Chisnell <i>Methods & Skills for Everyone</i>
T2	Harnessing Customer Creativity and Engaging Customers and Clients with Innovation Games Tutorial by Nancy Frishberg <i>Methods & Skills for Everyone</i>	T13	A UX Professional's Crash Course in Agile Software Development Tutorial by Jeff Patton <i>New Approaches, Methods, or Technologies for Everyone</i>
T3	Design Patterns for Web Applications Tutorial by Pawan Vora <i>Methods & Skills for Everyone</i>	T14	Cross-Cultural User-Interface Design Tutorial by Aaron Marcus <i>Accessibility & Internationalization for Everyone</i>
T4	Remote Usability Testing Tutorial by Richard Horst <i>Methods & Skills for Everyone</i>	T15	Interaction Design Studio Tutorial by Shane Morris <i>Methods & Skills for Everyone</i>
T5	The 3x3: A Unique Approach to Design Ideation Tutorial by Charlotte Schwendeman, Carol Righi, Janice Meissner, and Dave Mitropoulos-Rundus <i>Methods & Skills for Everyone</i>		

Legend
Tutorials
Workshops
Special Sessions
Experienced Practitioners Program
Panel
E-Government Program

2008 International Conference Educational Schedule-at-a-Glance

TUESDAY, June 17, 2008

Full Day Tutorials (8:30 am - 5:00 pm)

T16	Combining the Qual. and the Quant. in Web 2.0 Tutorial by Catriona Campbell, David Bomphrey <i>Managing User Experience for Everyone</i>	T19	Design Essentials for Non-Designers: Methods for Creating Innovative User Interfaces Tutorial by John Schrag, Ian Hooper <i>Methods & Skills for Everyone</i>
T17	Usability Metrics 101: An Introduction on How to Collect, Analyze, and Present Usability Data Tutorial by William Albert, Thomas Tullis <i>Methods & Skills for Everyone</i>	T20	Understanding Users Through Fieldwork: An In-Depth Primer Tutorial by Susan Dray, David Siegel <i>Methods & Skills for Everyone</i>
T18	Usability Testing Boot Camp Tutorial by Laura Downey, Thyra Rauch <i>Methods & Skills for Individuals new to usability</i>	T21	Back to the Future: The Next Wave of UI Design Tutorial by Sarah Bloomer, Shane Morris <i>Methods & Skills for Everyone</i>

Experienced Practitioner Program (8:30 am - 12:00 pm)

In order to participate in an Experienced Practitioner Program session, you must first complete an expression of interest document. Specific instructions will be provided when you register.

EP1	Market and sell it - how to win work as a usability consultant Trent Mankelov, Robert Schumacher <i>Managing User Experience for Everyone</i>	EP2	Make Yourself Heard! Selling User Experience in Your Organization Paul Sherman, Daniel Szuc, John Rhodes <i>Managing User Experience for Experienced Practitioners</i>
EP3	What Museums Can Teach Us about Usable Design: An Interactive Experience Saul Carliner <i>New Approaches, Methods, or Technologies for Experienced Practitioners (Off site Experience)</i>		

Experienced Practitioner Program (1:30 - 5:00 pm)

EP4	You Won the Contract/You Granted the Contract...Now What Happens? Virginia Lang, David Hirning <i>Managing User Experience for Technical/Professional Leadership</i>	EP5	EP Town Meeting Chauncey Wilson <i>Usability perspectives for Experienced Practitioners</i>
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E-Government Program (8:30 am - 10:00 am)

EG1	e-Government Usability in U.S. Federal Government -- Perspectives on Past Progress, Current Status, and Future Challenges Panel by Richard Horst, Sharon Laskowski, Sanjay Koyani, Nicole Burton, John Bosley, Sean Wheeler <i>E-Government for Everyone</i>		
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E-Government Program (10:30 am - 11:15 am)

EG2	Government Usability Around the World Panel by Chris Rourke <i>E-Government for Everyone</i>		
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E-Government Program (11:15 am - 12:00 pm)

EG3	Using quick personas in Government projects: good idea or too risky? Roundtable Discussion by Caroline Jarrett <i>E-Government for Experienced Practitioners</i>		
EG4	How can personalization improve the usability of government websites and online services? Roundtable Discussion by Assia Alexandrova <i>E-Government for Technical/Professional Leadership</i>		
EG5	Herding Cats: Consensus Building in Federal Government Environments Roundtable Discussion by Jason Rendel, Mark Gallagher <i>E-Government for Everyone</i>		
EG6	What is needed to help usability professionals better integrate accessibility throughout the design process? Roundtable Discussion by Shawn Henry <i>E-Government for Everyone</i>		
EG7	How do you determine whether your content is readable? Roundtable Discussion by Angela Colter <i>E-Government for Everyone</i>		

E-Government Program (1:30 - 2:15 pm)

EG8	Iterative Usability Testing is Successful Presentation by Jana Roberts, Shawn Tafoya, Debbie Martinez <i>E-Government for Everyone</i>	EG9	Breaking down the silos: When government teams with private industry to optimize the user experience Presentation by Susan J. Wolfe <i>E-Government for Everyone</i>
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E-Government Program (2:15 - 3:00 pm)

EG10	Using Web Analytics to Improve User Experience Presentation by Hallie Wilfert <i>E-Government for Everyone</i>	EG11	Usability Testing to Improve High-Volume Web Surveys Presentation by Amy Anderson, Grace O'Neill <i>E-Government for Everyone</i>
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E-Government Program (3:30 - 5:00 pm)

EG12	Making government user-centered: Managing UCD projects to promote change Presentation by Emma Rose, Suzanne Boyd <i>Case Studies for Everyone</i>	EG13	Modeling Usability, Inoperability, and Harmonization: The New Section 508 Presentation by Mike Paciello <i>E-Government for Everyone</i>
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Social Event (5:30 - 7:00 pm)

A Celebration of Usability in Civic Life: Access + Usability
E-Government for Everyone

2008 International Conference Educational Schedule-at-a-Glance

WEDNESDAY, June 18, 2008

8:30 - 10:00 am	10:00 - 10:30 am	10:30 am - 12:00 pm	12:00 - 1:30 pm	1:30 - 2:10 pm	2:20 - 3:00 pm	3:00 - 3:30 pm	3:30 - 5:00 pm
<p>KEYNOTE: How Innovation Works Presentation by Carole Bilson <i>Invited Speaker for Everyone</i></p>	<p>Poster Revolution</p>	<p>Accessibility in a post-guideline era: a process-driven approach to access for all Presentation by Julie Howell <i>Invited Speaker by Everyone</i></p>	<p>Lunch and Idea Markets</p>	<p>Beyond Shrink Wrap and sites: Integrating usability into hardware products Presentation by David Aurelio <i>Invited Speaker by Everyone</i></p>		<p>Poster Revolution</p>	<p>Revising a Homepage: Applying Usability Methods that Guarantee Success Presentation by Robert Bailey, Cari Wolfman, Janice Nall <i>Methods & Skills for Everyone</i></p>
		<p>Winning at the Politics of Usability Panel by John W. Sorflaten, Jeff Sauro, Michael Rawlins, Linda Chadwick, Javier Broch <i>Methods & Skills for Individuals new to usability</i></p>		<p>Visual Design and the User Experience: Keys to the Partnership Presentation by Gregg Almquist, Marc Sill <i>Methods & Skills for Everyone</i></p>	<p>Using On-site Surveys and Web Analytics with Personas to Inform Business Strategy and Design Presentation by Tim Harter <i>Methods & Skills for Everyone</i></p>		<p>Future of the UX Industry: Niche or Not? Panel by Paul Sherman, Lyle Kantrovich, Susan Dray, Josh Seiden, Patrick Hoffman <i>Usability perspectives for Everyone</i></p>
		<p>How UCD Can Provide Leadership Skills for Complex Projects: A 4-Day Plan Presentation by Greg Laugero <i>Methods & Skills for Everyone</i></p>		<p>Working with immigrant and trans-national users Presentation by Filipp Sapienza <i>Accessibility & Internationalization for Everyone</i></p>	<p>How to manage a user experience team (without losing your mind!) Presentation by Katrina Alcorn <i>Managing User Experience for Experienced Practitioners</i></p>		<p>Subjective ratings of usability: Reliable or ridiculous? Panel by Keith Karn, Alex Little, Greg Nelson, Jeff Sauro, Jurek Kirakowski, William Albert, Kent Norman <i>Methods & Skills for Everyone</i></p>
		<p>Innovations in visual information design and multi-ethnic usability testing: how to create better products and bigger profits Presentation by Patrick Hofmann <i>Case Studies for Everyone</i></p>		<p>Hiding a Paradigm Shift: Maintaining task simplicity in a self-service application Presentation by Joan Doutney, Sara Conklin, Adam Armstead <i>Case Studies for Everyone</i></p>	<p>International Testing - A Multidisciplinary Approach Presentation by Sareeka Malhotra, Shivam Goyal, Jennifer Kim <i>Methods & Skills for Everyone</i></p>		<p>Usability Performance Benchmarks for Voting Systems Presentation by Sharon Laskowski, Bill Killam <i>New Approaches, Methods, or Technologies for Experienced Practitioners</i></p>
		<p>Interdisciplinary Usability: Take the Next Step to Persuasive Design Presentation by Spencer Gerrol, Vir Amar Dasmahapatra, Kim Snedaker <i>Methods & Skills for Everyone</i></p>		<p>Ergonomics & Accessibility: WCAG 1.0 checkpoints illustrated by Bastien-Scapin's ergonomics criteria Presentation by Loic Nunez, Denis Boudreau <i>Accessibility & Internationalization for Experienced Practitioners</i></p>	<p>Designing for Cognitive Disabilities Presentation by Kate Walsler, Whitney Quesenbery <i>Accessibility & Internationalization for Everyone</i></p>		<p>Usability and Organizational Strategies Presentation by Maggie Reilly, Doug Baker <i>Usability perspectives for Experienced Practitioners</i></p>
		<p>Institutionalizing User Experience: A Consulting Challenge Presentation by Barbra Wells <i>Managing User Experience for Everyone</i></p>		<p>The future of web analytics: Capturing large-scale web user behavior Presentation by Dustin Chambers <i>New Approaches, Methods, or Technologies for Experienced Practitioners</i></p>	<p>Spider Controls: A New Paradigm for the Display and Management of Computer Controls Presentation by Stanley Driskell <i>New Approaches, Methods, or Technologies for Everyone</i></p>		<p>Search is now normal behavior. What do we do about that? Presentation by Whitney Quesenbery, Caroline Jarrett <i>Case Studies for Everyone</i></p>
		<p>Moving Users' Cheese: Designing a New Navigation System For An Old Desktop Software Product Presentation by Paul Sherman, Cassandra Swint <i>Case Studies for Everyone</i></p>		<p>Using User-Diaries to Identify Market Gaps Presentation by Tharon Howard <i>Case Studies for Individuals new to usability</i></p>			<p>They Want My What?! Overcoming User Reluctance to Providing Personal Information in Online Transactions Presentation by Elizabeth Benker, Kathi Kaiser <i>Methods & Skills for Everyone</i></p>

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Bloomingdale, IL 60108-1017;
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THURSDAY, June 19, 2008

8:30 - 10:00 am	10:30 am - 12:00 pm	1:30 - 2:00 pm	2:10 - 2:40 pm	2:50 - 3:20 pm	4:00-4:40 pm	4:50-5:30 pm
<p>Who are We Designing For? The Generational Dilemma Presentation by Susan Weinschenk Usability perspectives for Everyone</p>	<p>Beyond Web2.0 skins and mashups: the more abstract, intrinsic expectations of our younger user base Presentation by Patrick Hofmann Usability perspectives for Everyone</p>	<p>Teach your software developers this Ideation-Design process to reduce your usability work downstream Presentation by Jerome Ryckborst Methods & Skills for Everyone</p>	<p>Making Emotions Work for You Presentation by August de los Reyes and Dennis Wixon Usability perspectives for Everyone</p>	<p>No Fighting, No Biting: Resolving design conflicts within your UX team Presentation by Lois Lewis, Nathan Verrill Managing User Experience for Everyone</p>	<p>User Experience in China: A Market Snapshot of the Present and a Look Ahead Presentation by Jason Huang Usability perspectives for Everyone</p>	<p>The German UPA Chapter and the UX Market: Small country, many members - How typical German is that? Presentation by Henning Brau IUusability perspectives for Everyone</p>
<p>The State of Web Site User Experience Panel by David Mitropoulos-Rundus, Jeff Johnson, Catriona Campbell, Kerry Bodine, Patrick Hoffmann Usability perspectives for Everyone</p>	<p>Discount Testing by Amateurs: Threat or Menace? Panel by Steve Krug, Randolph Bias, Carol Bamum Usability perspectives for Everyone</p>	<p>When There's Too Many Choices Presentation by Eric Dunsker Case Studies for Everyone</p>	<p>Communicative Approach to Designing User Experience Presentation by Yu-kyung Chiu New Approaches, Methods, or Technologies for Everyone</p>	<p>Using Instant Messaging to Usability Test an API Presentation by Rachel L. Cobleigh Methods & Skills for Everyone</p>	<p>Planning User-Centered Evaluations for Interactive Information Visualizations Peer Reviewed Paper by Yee-Yin Choong, Theresa O'Connell New Approaches, Methods, or Technologies for Everyone</p>	<p>The Pushed-RITE Method: A hybrid approach for pushing Rapid Iterative Testing and Evaluation to its practical limit Presentation by Marc Schwarz New Approaches, Methods, or Technologies for Everyone</p>
<p>Applied Card Sorting: A Case Study in e-Commerce Taxonomy Research Presentation by Tom Ilmensee Methods & Skills for Everyone</p>	<p>International User Research in the Product Development Cycle Experienced Practitioners Topic Seminar by Wei Zhou, Velynda Prakhanfree, Shannon Farrington Managing User Experience for Experienced Practitioners</p>	<p>Elevating Usability in a Large Organization; a Successful Case Study Presentation by Paul M. Linton, Ruth A. Frank, PhD Managing User Experience for Technical/Professional Leadership</p>	<p>Rich Man's Problems: Beyond Selling Usability Presentation by Stefanie Wood, Kelly Braun, Jim Hudson, Naini Mistry, Parresh Vakhariya Managing User Experience for Everyone</p>	<p>Brainstorming Techniques: From the Nominal Group Technique to the Lotus Blossom Approach Presentation by Amy Cueva, Chauncey Wilson New Approaches, Methods, or Technologies for Everyone</p>	<p>A Practitioner's Guide to the Modified-Delphi Card Sort Peer Reviewed Paper by Celeste Lyn Paul New Approaches, Methods, or Technologies for Experienced Practitioners</p>	<p>Kiosk User Experience: What makes or breaks it Presentation by Nick Serediak, Erin McClennan, Allison Cox Methods & Skills for Everyone</p>
<p>How New Web Accessibility Standards Impact User Experience Design Presentation by Shawn Henry Accessibility & Internationalization for Everyone</p>	<p>Bringing it All Together - The Answer is A and B Presentation by Barb Hernandez, Josephine Scott, Casey Wright Case Studies for Everyone</p>	<p>Beyond Card Sorting: Methodologies for Re-organizing a Large Informational Site Run Amok Presentation by Michael Hawley Methods & Skills for Experienced Practitioners</p>	<p>Voice Interfaces in Art: An Experimentation with Web Open Standards as a Model to Increase Web Accessibility and Digital Inclusion Presentation by Martha Carrer Cruz Gabriel New Approaches, Methods, or Technologies for Everyone</p>	<p>How to Break Consistency for Glory & Riches Presentation by Rob Rhyne Usability perspectives for Everyone</p>	<p>Knock Them Dead Blindfolded Peer Reviewed Paper by Carmon Cheng, Jin Li, Catherine Bailie New Approaches, Methods, or Technologies for Everyone</p>	<p>Contextual Card Sorting (or "FirstClick" Testing): A New Methodology for Validating Information Architectures Presentation by Carl A. Wolfson, Robert Bailey, Janice Nall, Sanjay Koyani Methods & Skills for Experienced Practitioners</p>
<p>Beyond Words: Strategies for Designing Good Questionnaires Presentation by Jean Fox, Scott Fricker Usability perspectives for Everyone</p>	<p>Moving from Usability Oblivion to a Thriving Offshore Usability Practice Presentation by Jhumkee Iyengar, Samir Chabukswar Managing User Experience for Technical/Professional Leadership</p>	<p>Design research in developing countries: Creative applications for mobile phones Presentation by Emma Rose Methods & Skills for Everyone</p>	<p>Design research in developing countries: Creative applications for mobile phones Presentation by Emma Rose Methods & Skills for Everyone</p>	<p>The Brand vs. Usability Face-off Presentation by John Yesko Managing User Experience for Everyone</p>	<p>Participatory Design at a Distance Presentation by Carol J. Smith Methods & Skills for Experienced Practitioners</p>	<p>Making Method Work for You: How Remote Contextual Inquiry Got Us Up-Close with Users Presentation by Serena H. Rosenhan, Joanna Markel New Approaches, Methods, or Technologies for Everyone</p>
<p>10 Strategies for Negotiating the Politics of Holistic Design Presentation by Gregg Almquist, Chris Whelan, Laura Mason Managing User Experience for Everyone</p>	<p>Designing a successful eye-tracking usability study step-by-step Presentation by Andrew Schall, Anne Washington New Approaches, Methods, or Technologies for Experienced Practitioners</p>	<p>Communication Techniques for Interviewing Expert Users Presentation by Claude M. Steinberg Methods & Skills for Everyone</p>	<p>Use Error Hazards from a Popular Emergency Department Information System Presentation by Rollin J (Terry) Fairbanks Case Studies for Everyone</p>	<p>The Brand vs. Usability Face-off Presentation by John Yesko Managing User Experience for Everyone</p>	<p>Hiring and Retaining Talent in a Hot Market: Best Practices for User Experience Employers Panel by Catherine Courage, Melissa Federoff, Gayna Williams, Scott Kincaid, Kelly Braun Managing User Experience for Everyone</p>	<p>10 Strategies for Negotiating the Politics of Holistic Design Presentation by Gregg Almquist, Chris Whelan, Laura Mason Managing User Experience for Everyone</p>
<p>Future Interfaces: Latest in Semantic Web User Interaction Presentation by Duane Degler New Approaches, Methods, or Technologies for Everyone</p>	<p>From Mainframe with Less Pain - Updating the face of Legacy Applications Presentation by Rebecca Ormsby, Judy Kistler-Robinson Usability perspectives for Everyone</p>	<p>A Tortured Tale of Personas in the Real World Presentation by Michael Eigen, Mary Burton, Timothy O'Keefe Case Studies for Everyone</p>	<p>A Tortured Tale of Personas in the Real World Presentation by Michael Eigen, Mary Burton, Timothy O'Keefe Case Studies for Everyone</p>	<p>A Tortured Tale of Personas in the Real World Presentation by Michael Eigen, Mary Burton, Timothy O'Keefe Case Studies for Everyone</p>	<p>Workshop Highlights Lead by Len Conte Usability Perspectives for Everyone</p>	<p>Workshop Highlights Lead by Len Conte Usability Perspectives for Everyone</p>

2008 International Conference Educational Schedule-at-a-Glance



FRIDAY, June 20, 2008	
8:30 -10:00 am	10:30 am 12:00 pm
Idea Markets	<p>CLOSING PLENARY: Ethnographic Research: Bringing You Face to Face with Customers in the Natural Environments Presentation by Kathy Berke <i>Usability perspectives for Everyone</i></p>
<p>The Evil UI Designer: How to Really Confound and Annoy Your Users Presentation by Jeff Johnson <i>Usability perspectives for Everyone</i></p>	
<p>So You Want To Be A Rockstar (Usability Expert), 2.0 Panel by Aaron Marcus, Tony Brown, Janice James, Jon Meads, Nicholas Simonelli <i>Usability perspectives for Everyone</i></p>	
<p>The Impact of Agile on UCD: Mixed Messages from a Before and After Survey Presentation by Carol Barnum, David Dayton <i>Case Studies for Everyone</i></p>	
<p>Practical Eyetracking Presentation by James B. Ross, Paul Nuschke <i>Methods & Skills for Everyone</i></p>	
<p>Managing International Research Vendors Presentation by Jakob Biesterfeldt <i>Managing User Experience for Everyone</i></p>	
<p>Moving the UA into the UI: Best Practices for User Assistance Presentation by Rob Houser <i>Methods & Skills for Individuals new to usability</i></p>	
<p>Designing Visually - the Holistic Solution Presentation by Ron Sova , Matt Krueger <i>Methods & Skills for Everyone</i></p>	

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