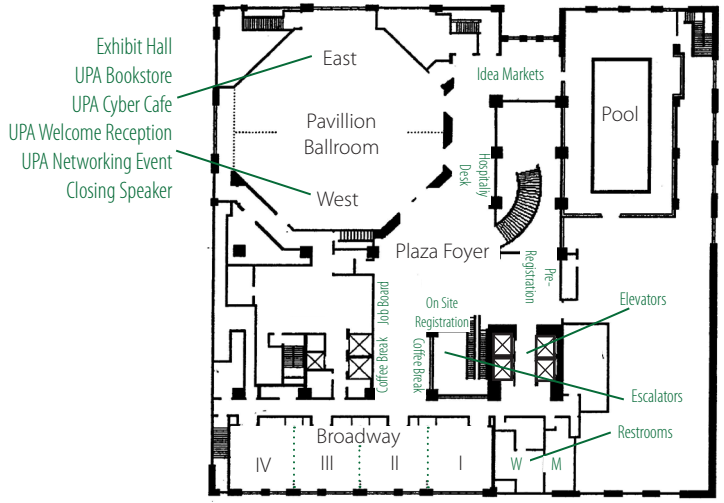
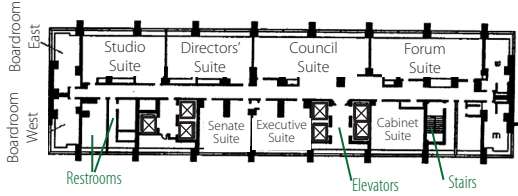




Hilton Portland & Executive Plaza Level



Third Floor



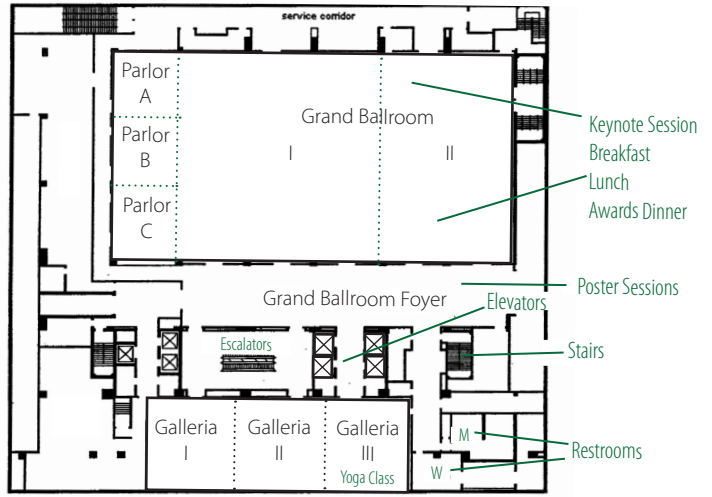
Registration is located in the Plaza Level Foyer.

Breakfast, Lunch and the Awards Dinner will be in the Grand Ballroom.

Breaks on Monday and Friday will be in the Plaza Foyer.

Breaks on Tuesday through Thursday will be in the Plaza Foyer and the Pavillion Ballroom.

Ballroom Level



2009 UPA International Conference Bringing Usability to Life

Conference Hours

Registration:

Sunday, June 7	4:00 pm - 9:00 pm
Monday, June 8	7:30 am - 9:00 pm
Tuesday, June 9	7:30 am - 9:00 pm
Wednesday, June 10	7:30 am - 5:00 pm
Thursday, June 11	7:30 am - 5:00 pm
Friday, June 12	7:30 am - 12:30 pm

Exhibit Hall/Cyber Cafe/Bookstore:

Tuesday, June 9	2:00 pm - 7:00 pm
Wednesday, June 10	8:00 am - 7:00 pm
Thursday, June 11	8:00 am - 5:00 pm

Schedule of Events:

Monday June 8, 2009	Tuesday June 9, 2009	Wednesday June 10, 2009	Thursday June 11, 2009	Friday June 12, 2009
Tutorials	Tutorials	Keynote Speaker	Conference Sessions	Conference Sessions
Workshops	Workshops	Conference Sessions	Exhibits	Closing Speaker
Evening Tutorials	Exhibits	Poster Sessions Idea Markets	UPA Awards Dinner	
	Opening Reception with Posters	Exhibits		
		UPA Networking Event		



Bringing Usability to Life

Making everyday things better

Usability Professionals' Association
Promoting usability concepts and techniques worldwide

Portland, Oregon, USA
June 8 -12, 2009
Hilton Portland and Executive Tower
www.usabilityprofessionals.org
www.upa2009.org



2009 UPA International Conference

Bringing Usability to Life

Schedule-at-a-Glance

MONDAY, June 8, 2009

7:30 am - 8:30 am Continental Breakfast (Grand Ballroom II)

8:00 am - 8:30 am Daily Announcements (Grand Ballroom II)

Workshops (8:30 am - 5:30 pm)

Managing User Experience Teams in a Corporate Environment
S. Kirsten Gay, Gregory Urban
 Room: Parlor AB (Ballroom Level)

Best Practices of UCD in Agile
Cindy Lu, Lynn Miller, Thyra Rauch
 Room: Grand Ballroom I (Ballroom Level)

How Do You Measure Usability Appropriately?
Nigel Bevan, Jeff Sauro, Lonneke Spinhof
 Room: Studio Suite (3rd Floor)

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

Common Problems in Usability Testing - and How To Avoid them
Rolf Molich
 Room: Directors Suite (3rd Floor)

The Latest and Greatest: Recent Research You Should Know About
Kathleen A. Straub, Spencer Gerrol
 Room: Forum Suite (3rd Floor)

Usability Metrics 101: An Introduction on How to Collect, Analyze, and Present Usability Data
Bill Albert, Tom S. Tullis
 Room: Council Suite (3rd Floor)

10:00 am - 10:30 am Break (Pavillion Foyer, Plaza Level)

12:00 pm - 1:30 pm Lunch (Grand Ballroom II)

3:00 pm - 3:30 pm Break (Pavillion Foyer, Plaza Level)

7:45 pm - 8:15 pm Break (Pavillion Foyer, Plaza Level)

Evening Tutorials (6:30 pm - 9:30 pm)

Post-its™ and Affinities: Low-Tech Tools for High-Impact Results
Mary Beth Rettger
 Room: Senate Suite (3rd Floor)

Using Photodiaries to Let Customers Tell Their Own Stories
Wendy Castleman, Keren Solomon
 Room: Executive Suite (3rd Floor)

Key Issues in Planning and Making Sense of International Field Research
Susan Dray, David A. Siegel, PhD
 Room: Parlor AB (Ballroom Level)

Usability Testing with Remotely Located Users
Richard L. Horst
 Room: Council Suite (3rd Floor)

VUI, GUI, and MUI: Design Challenges in Multimodal Design for Mobile Devices
Catherine Zhu, Julie Underdahl
 Room: Directors Suite (3rd Floor)

Practical Statistical Techniques for the Usability Practitioner
Jeff Sauro
 Room: Grand Ballroom I (Ballroom Level)

Funny Business: Using Comics in the Design Process
Amy C. Cueva
 Room: Studio Suite (3rd Floor)

The Psychological Basis of UI Design Rules
Jeff A. Johnson
 Room: Forum Suite (3rd Floor)

Legend

Tutorials

Workshops

Invited Speakers

Panel

Experienced Practitioner Topic

Individuals New to Usability

Social Event

2009 UPA International Conference

Bringing Usability to Life

Schedule-at-a-Glance

TUESDAY, June 9, 2009



7:30 am - 8:30 am Continental Breakfast (Grand Ballroom II)	
8:00 am - 8:30 am Daily Announcements (Grand Ballroom II)	
Full Day Tutorials (8:30 am - 5:00 pm)	Workshops (8:30 am - 5:00 pm)
Reducing Risk Through Human Centered Design <i>Nigel Bevan</i> Room: Broadway I-II (Plaza Level)	Comparative Usability Task Measurement (CUE-8) <i>Rolf Molich, Tom S. Tullis, Jurek Kirakowski, Jeff Sauro</i> Room: Forum Suite (3rd Floor)
Card Sorting and Cluster Analysis for Information Architecture <i>Carol Righi, Janice James</i> Room: Directors Suite (3rd Floor)	Make Yourself Heard! Selling User Experience in Your Organization <i>Paul J. Sherman, John Rhodes, Dan Szuc</i> Room: Studio Suite (3rd Floor)
Understanding Users Through Fieldwork: An In-depth Primer <i>Susan Dray, David A. Siegel, PhD</i> Room: Parlor AB (Ballroom Level)	Tools of the Trade <i>Susan J. Wolfe, Ilana Kaplan</i> Room: Council Suite (3rd Floor)
Boot Camp: Preparing and Conducting Usability Tests <i>Thyra Rauch, Carol J. Smith</i> Room: Parlor C (Ballroom Level)	
Applied Design Principles for Rich Web Interactions <i>Kate Walser, Marguerite N. Bergel, Ann Chadwick-Dias, Duane Degler</i> Room: Grand Ballroom I (Ballroom Level)	

10:00 am - 10:30 am Break (Pavillion Foyer, Plaza Level)

12:00 pm - 1:30 pm Lunch (Grand Ballroom II)

3:00 pm - 3:30 pm Break (Pavillion Foyer, Plaza Level)

Social Event (6:30 pm - 9:30 pm)(Pavillion Ballroom (Plaza Level))

Welcome Reception

As always, the conference will open with a rousing reception. Catch up with your old friends and meet those people you've been reading about. At the poster display, presenters will be on hand to discuss their findings in an informal setting.

Legend
Tutorials
Workshops
Invited Speakers
Panel
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Social Event



2009 UPA International Conference

Bringing Usability to Life

WEDNESDAY, June 10, 2009

6:30 am - 7:30 am	Yoga Class (Galleria III (Ballroom Level))							
7:30 am - 8:30 am	Continental Breakfast (Grand Ballroom I-II)							
8:00 am - 8:30 am	Daily Announcements (Grand Ballroom I-II)							
8:30 am - 10:00 am	KEYNOTE: Critics & Caterpillars, Cooks & Cardiologists: Experiencing the Transformation of Our Profession <i>Jared Spool</i> Room: Grand Ballroom I-II							
10:00 am - 10:30 am	Break (Pavillion Ballroom and Pavillion Foyer) Poster Sessions (Grand Ballroom Foyer)							
	Parlor A (Ballroom Level)	Parlor B (Ballroom Level)	Parlor C (Ballroom Level)	Broadway I-II (Plaza Level)	Broadway III-IV (Plaza Level)	Council Suite (3rd Floor)	Directors Suite (3rd Floor)	Forum Suite (3rd Floor)
10:30 am - 12:00 pm	Usability Fundamentals Education Program <i>Laura Faulkner</i>	The Usability and Ergonomics of Interactive Gestures <i>Dan Saffer</i>	A Delightful First Impression <i>Golf Jendreski, Sareeka Malhotra</i>	Prototype-driven Design Process that Works (Microsoft Demo and Q&A Session) <i>Sara Summers, William Tschurmy</i>	Drowning in Data or Worth Taking the Plunge? Remote Usability Testing: When and How to Do It. <i>Terra Frank</i>	Neuro WebDesign: What Makes Them Click? <i>Susan Weinschenk</i>	Coherent Agile User-Centered Design <i>Desiree Sy</i>	Designing a New User Interface Paradigm for the TV <i>Negar Moshiri</i>
12:00 pm - 1:30 pm	Lunch (Grand Ballroom I-II) Idea Markets (Pavillion Foyer East - Plaza Level)							
1:30 pm - 2:10 pm	A Tale of Two Customers: Addressing the Struggle Between Flexibility and Usability in B2B Software Implementations. <i>Eileen M. O'Brien, Peter Roessler</i>	When Users Judge a Mobile Phone's Usability, Which Features Matter? <i>Jeffrey M. Quinn, Donnelle R. Weller</i>	Seeing the Forest for the Trees: Visual Problem Solving as a Design and Usability Tool <i>Christina Wallace</i>	When User Experience met Agile: A case study <i>Kuldeep Kelkar, Michael Budwig, Soojin Jeong</i>	Communicating Usability Findings Through Effective Infographics <i>Agnieszka Bojko</i>	Agile Success: A User Experience Case Study <i>Melissa Federoff, Craig Villamor, Catherine Courage</i>	Tell Me Who's Sneaking Around My House and Turn on My Coffee Maker: The Seamless Aggregation of e-Services in Your Home <i>Erwin De beuckelaer</i>	International Student Design Competition (ISDC) Presentations
2:15 pm - 3:00 pm	5 Habits of an Effective Researcher <i>Sareeka Malhotra</i>	Tips from a Long-Term Diary Study: How to Keep Users' Engaged and Collect Meaningful Data <i>Amanda Nance</i>	Next Generation Interaction Paradigms: Useful or Novelty? <i>Amy C. Cueva</i>	Quantitative + Qualitative + Web Analytics : The Hybrid Approach to Usability <i>Danaus Chang, Kuldeep Kelkar</i>	Prescribing Methodologies: Three Healthcare Usability Case Studies <i>Melinda J. McElheny, Corey Johnson</i>	Rapid Prototyping in a Global, Dispersed World <i>Ronald McNamara</i>	Useful, Usable Content <i>Kristina Halverson</i>	
3:00pm - 3:30 pm	Break (Pavillion Ballroom and Pavillion Foyer) Poster Sessions (Grand Ballroom Foyer)							
3:30 pm - 5:00 pm	"Your baby is...um...cute challenged": How to Make Recommendations in a Difficult Environment <i>Mary J. Mascari, Loyli Spaete</i>	Developing Meaningful Experiences <i>Nathan Sheddoff</i>	Design Partners: A Tale of UX and Subject Matter Experts Designing Together <i>Rebecca Richkus, Gregg Stanley</i>	My Company is Sold on Usability. Now What?: Tips for Going Beyond Selling Usability in an Organization <i>Paresh Vakhariya, Kuldeep Kelkar, Jim M. Hudson, Kelly Braun</i>	Heuristic Evaluation: Use and Abuse <i>Rolf Moltch, Kyle Soucy, Jakob Nielsen, Chauncey E. Wilson</i>	When Product Teams Observe Field Research Sessions: Benefits and Lessons Learned <i>Jennifer L. Carlson, Laurie Kantne</i>	Evaluating the Usability of Third-party Applications <i>Jennifer Hocko</i>	
5:30 pm - 7:00 pm	UPA Networking Event Room: Pavillion Ballroom All under one roof! UPA project showcase, SIGs, Newcomers, Chapters and the opportunity to meet with colleagues in the UPA community.							



2009 UPA International Conference

Bringing Usability to Life

THURSDAY, June 11, 2009

	Parlor A (Ballroom Level)	Parlor B (Ballroom Level)	Parlor C (Ballroom Level)	Galleria I-II (Ballroom Level)	Broadway I-II (Plaza Level)	Broadway III-IV (Plaza Level)	Council Suite (3rd Floor)
6:30 am - 7:30 am 7:30 am - 8:30 am 8:00 am - 8:30 am	Yoga Class (Galleria III (Ballroom Level)) Continental Breakfast (Grand Ballroom I-II) Daily Announcements (Grand Ballroom I-II)						
8:30 am - 10:00 am	Lessons Learned from the World of Game Design <i>Richard Briggs</i>	Life in the Fast Lane: Merging Interaction Design onto the Agile Superhighway <i>Almee Kargen, Cassandra B. Swint</i>	What's so Different About Designing for the Semantic Web? <i>Duane Degler</i>	So You Want to be a Rockstar (Usability Consultant), 30 <i>Aaron Marcus, Nicholas Simonelli, Janice Redish, Jon Meads, Janice James, Jennifer Dumpert</i>	The Art of Style Guides: Process, Politics, and Public Relations <i>Chauncey E. Wilson, Carol J. Smith</i>	Persuasive Presentations: How to Craft and Deliver Compelling Usability Presentations <i>Susan Weinschenk</i>	A Kit For Building User Experience Teams Within R&D Organizations <i>Paul J. Sherman</i>
10:00 am - 10:30 am	Break (Pavillion Ballroom and Pavillion Foyer)						
10:30 am - 12:00 pm	WYSSA Means All My Love, Darling: A Social History of the Internet from the Carrier Pigeon to Antarctic Morse Code <i>Edward Vielmetti</i>	Challenges in Large Persona Projects <i>Charlotte Schwendeman, Tamara Adlin, William Albert, Kate Walton</i>	Understanding and Responding to the Voluntary Product Accessibility Template for Section 1194.22 (Web-based Intranet and Internet Information and Application) <i>Bhagirath H. Thaker</i>	The Difficult Quest for a Formal Usability Body of Knowledge (BoK) <i>Chauncey E. Wilson, Karen L. Bachmann, Rolf Malich, Nigel Bevan</i>	The Spectrum of Accessibility: From Everyday Practice to Corporate Commitment <i>Marguerite N. Bergel, Ann Chadwick-Dias</i>	How You Present Findings Can Affect Your Credibility and Influence <i>Wendy Castleman</i>	Experience Architecture and Design for a Gunshot Location System <i>Larry Rusinsky</i>
12:00 pm - 1:30 pm	Lunch (Grand Ballroom I-II)						
1:30 pm - 2:00 pm	Field Day: A Simple Method for Connecting Teams to Their Users <i>Mark Wehner, Tom Waijes</i>	What Triggers Trust? How Health Consumer Behavior is Evolving with the Web <i>Arabella Crawford, Kathleen A. Straub</i>	Improving UT Procedures: From Fiasco to Fabulous <i>Carol J. Smith</i>	Unmoderated Usability Testing: Experiences from the Field <i>Bill Albert, Donna Tedesco, Rob Aseron, Alfonso de la Nuez, Tom S. Tullis</i>	Eyetracking Successful User Experiences: Measuring Success & Failure Through the use of Eye-Tracking <i>Andrew Schall</i>	Thinking "Outside the Lab" – Using a Customer Advisory Council to get Real-World Feedback <i>Karin J. Bevis, Timothy J. O'Keefe, Kristine A. Henke</i>	Accessible Interface Design: Tips, Patterns and Concepts to Make Your Next Interface More Accessible to More Users. <i>Mark McKay</i>
2:05 pm - 2:35 pm	Parts of the SUM: a Case Study of Usability Benchmarking Using the SUM Metric <i>Elin Bradner, Melissa Dawe</i>	Using Contextual Design Methodology to Define Business Objectives <i>Amy Quinn, Alfashta Zulkifli</i>	Beyond Text: Online Card Sorting with Images <i>Jamie Hart, Jed Wood</i>	Unmoderated Usability Testing: Experiences from the Field <i>Bill Albert, Donna Tedesco, Rob Aseron, Alfonso de la Nuez, Tom S. Tullis</i>	Remote Usability Testing <i>Goli Jendreski</i>		
2:40 pm - 3:20 pm	Research Traps: 7 Ways of Thinking That Keep You From Doing Great Customer Research <i>Wendy Castleman</i>	One Size Does not Fit All: Making Microsoft SharePoint Work for You <i>Linna Manamattis, Amy Turciov</i>	Usability for Evil <i>Chris Nodder</i>		Evaluate and Improve Your User Research Interview Technique <i>Michael Hawley</i>	Using Alternative Focus Group Methodologies to Capture User Experience Data <i>Korey Johnson</i>	Measuring the Effectiveness of Web 2.0: A Multi-Faceted Evaluation <i>Cari A. Wolfson, Sanjay Koyani</i>
3:10 pm - 3:30 pm	Break (Pavillion Ballroom and Pavillion Foyer)						
3:30 pm - 4:10 pm	Out of the Lab and Into the Field: A Lab Rat's Guide to Getting Started with Ethnographic Research <i>Emily Hebard, Keren Solomon</i>	The Graffiti Wall: An Emerging Method for Gathering Qualitative Feedback in a Public Setting <i>Peter Roessler, Anshu Agarwal</i>	Understanding Context-of-Use in a Healthcare Environment <i>Kimberly Gausepohl</i>	The Difficult Quest for a Formal Usability Body of Knowledge (BoK) <i>Chauncey E. Wilson, Karen L. Bachmann, Rolf Malich, Nigel Bevan</i>	Designing Rating Scales for Questionnaires <i>Jean Fox, Scott S. Fricker</i>	Iterate, Scale and Simplify: Techniques for Adapting User Experience Methods for Agile Teams <i>Carlissa Demetris</i>	Workshop Highlights
4:15 pm - 5:00 pm	The Brennan Center's Efforts to Promote Usability Testing in Elections: A Case Study in Effective Advocacy <i>Lawrence Norden</i>	Proto-type-driven Design Process that Works <i>Sara Summers, William Tschurny</i>	Evaluating the Usability of Multi-Vendor e-Government Applications Without Bias <i>Richard L. Horst</i>	Infusing UCD into Product Development While Driving Organizational Change <i>James McElroy, Teresa Bleser, Jeff Carlson</i>	Web Analytics & Usability Testing: Triangulate Your Way to Better Design Recommendations <i>Eva Kamiasty</i>	Traits of Successful Agile UX Designers <i>Lynn Miller</i>	
7:00 pm - 10:00 pm	2009 UPA Awards Dinner (Grand Ballroom I-II)						



2009 UPA International Conference

Bringing Usability to Life

Schedule-at-a-Glance

FRIDAY, June 12, 2009

6:30 am - 7:30 am	Yoga Class (Galleria III (Ballroom Level))						
7:30 am - 8:30 am	Continental Breakfast (Grand Ballroom I-II)						
8:00 am - 8:30 am	Daily Announcements (Grand Ballroom I-II)						
	Parlor A (Ballroom Level)	Parlor B (Ballroom Level)	Parlor C (Ballroom Level)	Galleria I-II (Ballroom Level)	Pavillion Ballroom (Plaza Level)	Forum Suite (3rd Floor)	Council Suite (3rd Floor)
8:30 - 10:00 am	Secrets of Simplicity <i>Giles Colborne</i>	Improving the User Experience of Voting <i>Janice "Ginny" Redish, Svetlana Lowry, Sharon Laskowski, Dana Chisnell</i>	Broadening the Scope of Usability <i>Nigel Bevan</i>	Agile User Experience: Strategy and Design Research above and beyond Sprint <i>Nancy Frishberg, Thomas Lissajoux, Colleen Page, Leo Frishberg</i>	Making the Leap from Web to Mobile: Best Practices in Mobile User Experience Research <i>Amy Buckner, Kris Mihalic</i>	Survey of User-Experience Development in Enterprise Software Companies <i>Aaron Marcus</i>	World Usability Day: Designing for a Sustainable World
10:00 - 10:30 am	Break (Pavillion Ballroom and Pavillion Foyer)						
10:30 am - 12:00 pm	CLOSING PLENARY: Sustainable and Ethical Issues When Designing for the Masses <i>Raphael Grignani</i> Room: Pavillion Ballroom						

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