

## Tuesday and Wednesday UF Practitioner Level:

### Tutorial, Workshop and Tour options (Select any 2):

Tues. 9:00am - 5:00pm A Step-by-Step Guide to Online (Unmoderated) Usability Testing  
Tues. 9:00am - 5:00pm An In-Depth Introduction to Fieldwork  
Tues. 9:00am - 5:00pm Principled Interface and Interaction Design  
Tues. 9:00am - 5:00pm Diagnostic Usability Testing

Tues. 6:00pm - 9:00pm Post-its™ and Affinities: low-tech tools for high-impact results  
Tues. 6:00pm - 9:00pm Moderating Usability Tests  
Tues. 6:00pm - 9:00pm Plan for Success: Selecting the Right Combination of Research and Design Techniques for Your Projects

Wed. 2:40pm - 6:00pm Creating an Experience-Driven Strategy  
Wed. 2:40pm - 6:00pm Card Sort Data Analysis - Best Practices  
Wed. 2:40pm - 6:00pm User experience design for configurable/customizable applications  
Wed. 2:40pm - 6:00pm Georgia Aquarium Tour  
Wed. 2:40pm - 6:00pm Turner Studios Tour

USABILITY PROFESSIONALS'  
ASSOCIATION

International Conference 2011  
<http://www.upa2011.org>



## Usability Fundamentals (UF) Session Spotlight Flyer

### Wednesday – Friday Core Conference sessions: (Select at least 5 hours):

Wed. 9:00am - 10:00am Keynote: Paul Adams: "Designing for Social Change" (60 min.)  
Wed. 10:10am - 10:40am Field studies: magic versus structured analysis (30 min.)  
Wed. 11:10am - 12:10pm Envisioning Experience (60 min.)  
Wed. 11:10am - 12:10pm Usability Fundamentals Program Orientation (60 min.)  
Wed. 1:30pm - 2:30pm Innovating Mobile Research: A Practical Introduction to Mobile & Tablet User Testing (60 min.)

Thu. 9:00am - 10:00am Beyond Card Sorting: Using multiple methods to build a more robust IA (60 min.)  
Thu. 10:10am - 10:40am Getting effective answers from research sessions (30 min.)  
Thu. 11:10am - 12:10pm How to use photographs to improve the user experience (60 min.)  
Thu. 1:30pm - 2:30pm Tool Time: Remote Testing Tools you should know about (60 min.)  
Thu. 2:40pm - 3:10pm Rethinking "Country Differences": A Framework for Planning International Research (30 min.)

Fri. 9:00am - 10:00am Brainstorming and Beyond: Ideation, Innovation, and Insight (60 min.)

### Wednesday – Friday Elective Conference sessions: (Select at least 3 hours):

Wed. 9:00am – 10:00 am Designing for Social Change (60 min.)  
Wed. 10:10am – 10:40am Reading Body Language During User Testing (30 min.)  
Wed. 1:30pm – 2:30pm The Psychology Behind Usability (60 min.)

Thur. 9:00am - 10:00am Recruiting Better User Research Participants (60 min.)  
Thur. 10:10am - 10:40am Quantifying the User Experience: Five essential concepts and controversies (30 min.)  
Thur. 2:40pm - 3:10pm Design Meets Disability (30 min.)  
Thur. 3:40pm – 4:10pm Insights from Conducting Research in China (30 min.)

Fri. 9:00am - 10:00am Winning that Elusive Buy-in for UX Research Projects (60 min.)  
Fri. 10:10am – 11:10am Plenary: Designing for Social Change - Starting With You! (60 min.)  
Fri. 11:40am – 12:40 am Plenary: Social and Public Interfaces (60 min.)

**Note:** To reach **Conference** level, attend the minimum core and elective sessions listed above. To reach **Practitioner** level, also attend two of the options listed on the next page.