

Conference Hours:

Registration:

Monday, June 20	4:00 pm - 7:00 pm
Tuesday, June 21	7:30 am - 9:30 pm
Wednesday, June 22	7:30 am - 6:30 pm
Thursday, June 23	7:30 am - 6:00 pm
Friday, June 24	7:30 am - 1:00 pm

Exhibit Hall/Bookstore/UPA Hospitality Booth:

Tuesday, June 21	12:00 pm - 7:30 pm
Wednesday, June 22	8:00 am - 4:10 pm
Thursday, June 23	8:00 am - 3:40 pm



Schedule of Events:

Tuesday June 21, 2011	Wednesday June 22, 2011	Thursday June 23, 2011	Friday June 24, 2011
Tutorials	Keynote Speaker	Conference Sessions	Conference Sessions
Welcome Reception	Conference Sessions	International Student Design Competition	Closing Speaker
Exhibits	Workshops	Poster Sessions	
	Poster Sessions	Idea Markets	
	Idea Markets	Cocktail Reception & Awards Dinner	
	Exhibits	Exhibits	



Designing for Social Change

The Conference for Usability and UX Practitioners

Usability Professionals' Association International Conference

June 21-24, 2011 | Atlanta, GA, USA | Hyatt Regency Atlanta Hotel

www.upa2011.org

1991 - 2011

20 Years of innovation, creation and user experience design

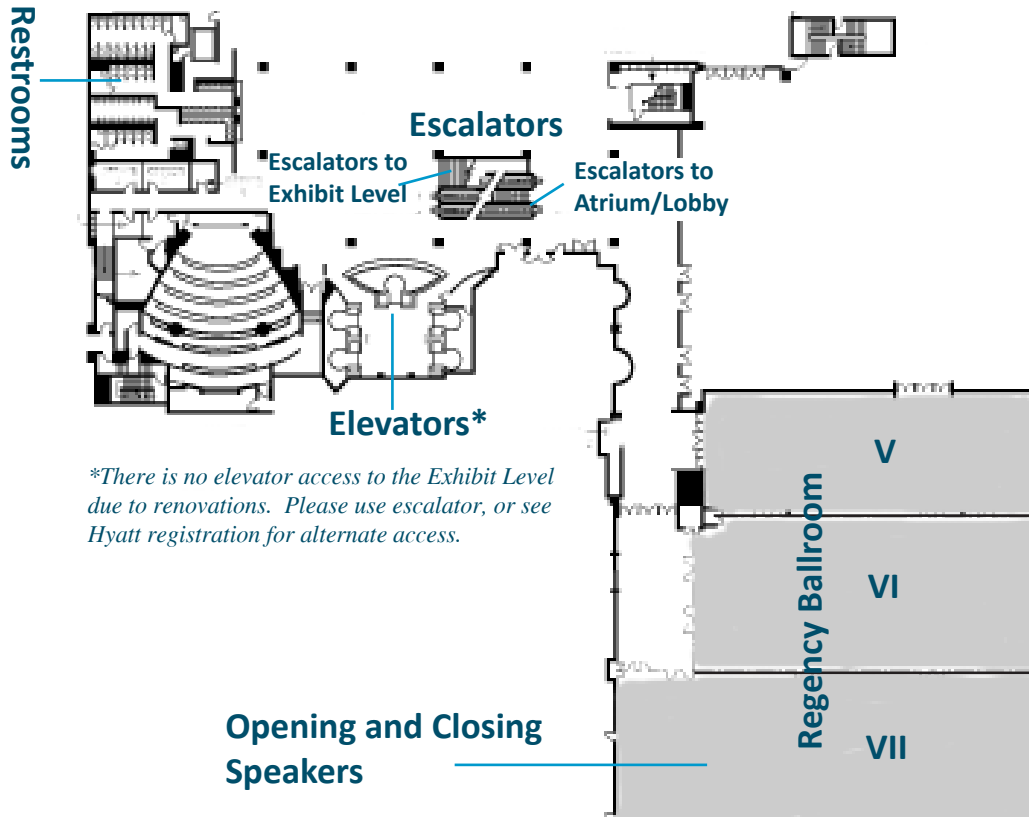
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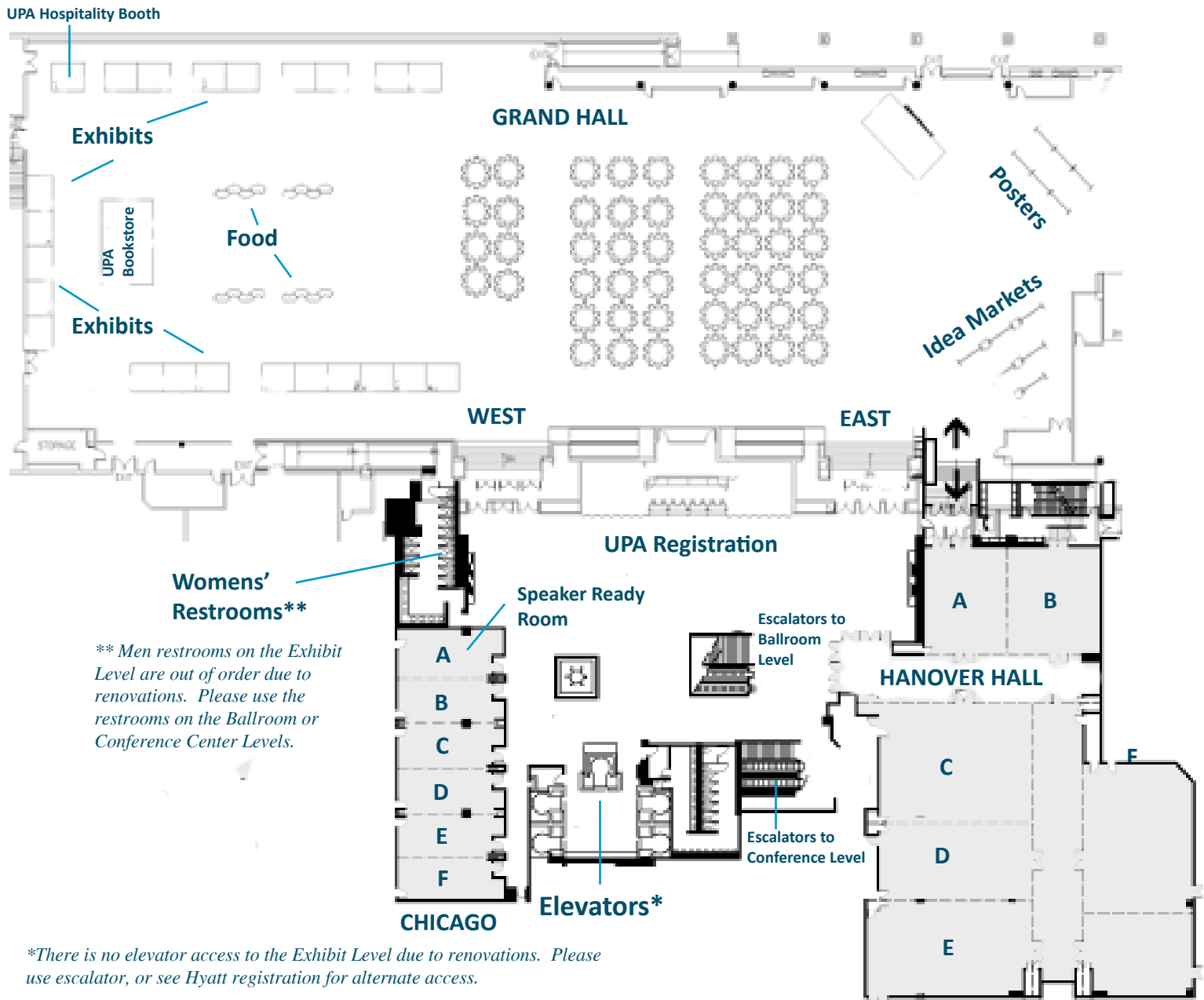
<http://www.upa2011.org>

BALLROOM LEVEL (1 Level below Lobby)



*There is no elevator access to the Exhibit Level due to renovations. Please use escalator, or see Hyatt registration for alternate access.

EXHIBIT LEVEL (2 Levels below Lobby)



*There is no elevator access to the Exhibit Level due to renovations. Please use escalator, or see Hyatt registration for alternate access.

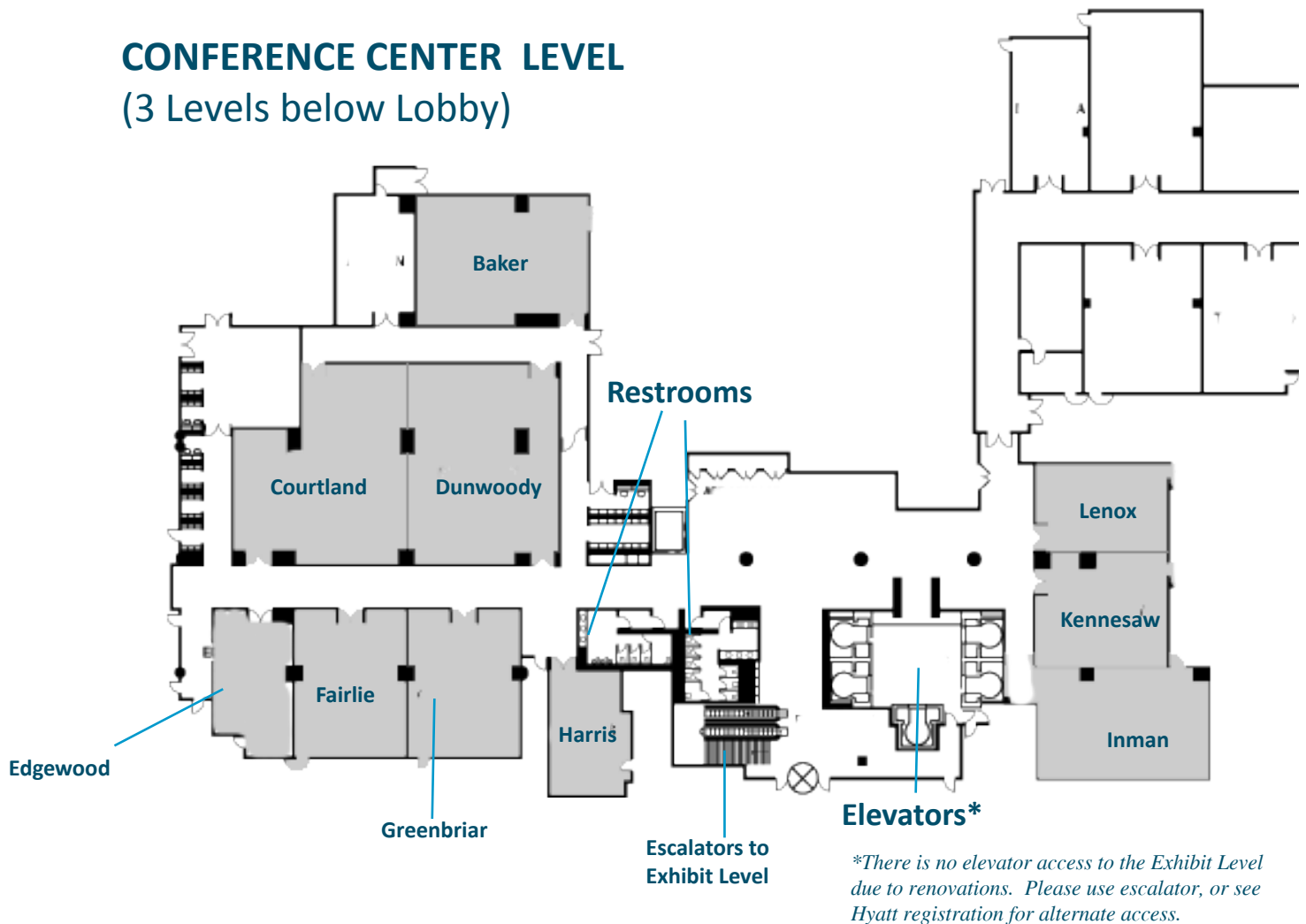
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CONFERENCE CENTER LEVEL (3 Levels below Lobby)



Registration is located in the Exhibit Level Foyer (2 levels below the lobby).

Breakfast, Breaks, Lunch, Welcome Reception and the Awards Dinner will be in the Grand Hall on the Exhibit Level (2 levels below the lobby).

Opening and Closing Sessions will be in the Regency Ballroom on the Ballroom Level (1 level below the lobby).

The Conference for Usability and UX Practitioners

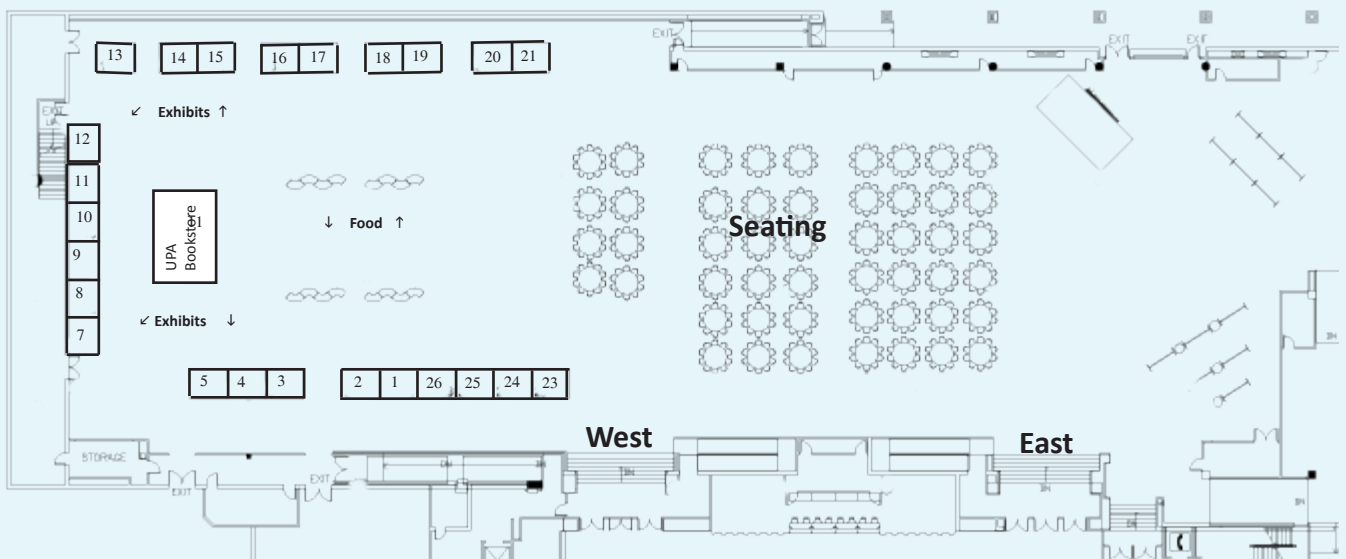
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7:30 am - 9:30 pm	Registration (Grand Hall Foyer)									
8:00 am - 9:00 am	Continental Breakfast (Grand Hall East)									
9:00 am - 10:30 am	Kennesaw	Courtland	Lenox	Dunwoody	Fairlie	Inman	Harris	Greenbriar	Edgewood	
	The Business of Usability Tutorial (Gunther, Wolfe, Bloomer, Butler)	Practical Statistics for User Research Tutorial (Sauro, Lewis)	Principled Interface and Interaction Design Tutorial (Becker)	Research in Practices: Recent Findings that Usability Professionals should know about Tutorial (Straub, Hinkle)	A Step-by-Step Guide to Online (Unmoderated) Usability Testing Tutorial (Albert, Tedesco, Tullis)	Agile UX Toolkit Tutorial (Sy, Miller, Schrag)	MINDSTORMING: collaborating to inspire and effect social change Tutorial (Murphy)	An In-Depth Introduction to Fieldwork Tutorial (Dray)	Diagnostic Usability Testing 101 Tutorial (Benker, Canady)	
10:40 am - 11:10 am	Break (Grand Hall East)									
11:10 am - 12:10 pm	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)
12:00 pm - 7:30 pm	Exhibits Open (Grand Hall West)									
12:10 pm - 1:30 pm	Lunch (Grand Hall)									
1:30 pm - 3:40 pm	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)
3:40 pm - 4:10 pm	Break (Grand Hall)									
4:10 pm - 5:00 pm	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)
5:30 pm - 7:30 pm	Welcome Reception Sponsored by SAP (Grand Hall)									
6:00 pm - 7:10 pm	UX Design in a Semantic Web World Tutorial (Degler)	Persona Development for a Complex Set of Products Tutorial (Douglass, Smith)	Post-its™ and Affinities: low-tech tools for high-impact results Tutorial (Kidd, Rettger)	Moderating Usability Tests Tutorial (Rauch, Smith)	Designing With the Mind in Mind Tutorial (Johnson)	Science and the Usability Specialist: Recent Research Findings You Might Have Missed Tutorial (Tranquada, Tullis, Siegel)	How to Test for Web Accessibility and Universal Usability Tutorial (Chadwick-Dias, Bergel)	Plan for Success: Selecting the Right Combination of Research and Design Techniques for Your Projects Tutorial (Hawley)	Strategic Alliances Tutorial (Triplet)	
7:10 pm - 7:30 pm	Break (Grand Hall)									
7:30 pm - 9:00 pm	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)	(Cont.)

GRAND HALL



Exhibitors (by booth number)

- | | |
|---------------------------------------|---------------------------------------|
| 1. Bloomberg | 15. Bentley University |
| 2. Loop ¹¹ | 16. Metrics Marketing Group |
| 3. Interactive Video Productions, LLC | 17. iRise |
| 4 & 5. Tobii Technology | 18. AnswerLab |
| 7. Eyetellect | 19. ANTETYPE |
| 8. Grinbath Technologies | 20. Human Factors International, Inc. |
| 9. Bestica | 21. UX Hires |
| 10. TANG Consulting | 23. SMI Eye & Gaze Tracking |
| 11. TechSmith | 24. Ovo Studios, LLC |
| 12. Onward Search | 25. UserZoom |
| 13. UPA Atlanta Hospitality Booth | 26. Userlytics Corporation |
| 14. TandemSeven, Inc. | |

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8:00 am - 9:00 am	Continental Breakfast (Grand Hall)										
8:00 am - 4:10 pm	Exhibits open (Grand Hall West)										
8:15 am - 8:45 am	Conference Welcome Session (Grand Hall)										
9:00 am - 10:00 am	<p>KEYNOTE: Designing for Social Change <i>Paul Adams</i> <i>Regency VII</i></p>										
10:10 am - 10:40 am	Hanover D	Courtland	Hanover E	Hanover AB	Dunwoody	Hanover C	Baker				
	Herding Cats: User Research Techniques for Standardizing an Organic Intranet Presentation (<i>Jayakumar, Suther, LaPin</i>)	Usability's Next Top Model: Keystroke Level Modeling Presentation (<i>Rawlins, Hawkins</i>)	Working in Harmony with Interactive Agencies and End Clients Presentation (<i>Taplin, Wiedenhoff</i>)	Reading Body Language During User Testing: A Quick Guide Presentation (<i>Baldwin</i>)	The Babble Ratio and Other Observations from Usability Testing Assessments Peer Reviewed Paper (<i>Malich</i>)	Field Studies: Magic Versus Structured Analysis Presentation (<i>Colborne</i>)	Testing Universal Symbols for Healthcare Presentation (<i>Fernández</i>)				
10:40 am - 11:10 am	Break (Grand Hall)										
11:10 am - 12:10 pm	Head to Head: Usability Testing With and Without Eye-tracking Presentation (<i>Rodriguez, Resnick, Santiago</i>)	Using Online Social Networks for Research and Design Presentation (<i>Plumley, Sorvik</i>)	Investing in User Research: Deciding what Research to Perform Panel (<i>Rosenbaum, Van Laan, Wixon, Swamy, Braun, Wilson</i>)	Usability Fundamentals Program Orientation (<i>Gaumont</i>)	Quantifying the Customer Experience Presentation (<i>Keikar, Hudson</i>)	Effective Cognitive Modeling for Business Software Presentation (<i>Held, Schrepp</i>)	Envisioning Experience Presentation (<i>Reilly, Sansoucie</i>)				
12:10 pm - 1:30 pm	Lunch (Grand Hall)										
1:30 pm - 2:30 pm	Designing Award Winning Mobile Sites and Applications for Today's Changing Mobile Centric Society Presentation (<i>Cox</i>)	Innovating Mobile Research: A Practical Introduction to Mobile & Tablet User Testing Presentation (<i>Chang, Kelkar</i>)	Are We Usable? The State of User Experience around the World Panel (<i>Albert, Rosenzweig, Sanchez, Darriba, Szuc, Wolfe</i>)	IGNITE #1 Presentation (<i>Coolley</i>)	The Psychology Behind Usability Presentation (<i>Weinschenk</i>)	Collaborative Techniques for Developing Usability Requirements Presentation (<i>Bachmann</i>)	It's Not Rocket Surgery - First Fridays Government Presentation (<i>Burton, Krug</i>)	Chicago AB	Grand Hall East		
2:40 pm - 3:40 pm	Better Usability Through Visualization Workshop (<i>Konfist, Cullifer, Staufer, Kuykendall</i>)	Creating an Experience-Driven Strategy Workshop (<i>Murphy, Spangenberg</i>)	Toward Usable Research: Building Bridges Between Research and Practice Workshop (<i>Straub, Buie, Dray</i>)	When Stakes are High: Getting stakeholder buy-in for UX research projects Workshop (<i>Sharon</i>)	Card Sort Data Analysis - Best Practices Workshop (<i>Righi, James</i>)	Integrating with Agile: Advanced Techniques Workshop (<i>Smith, Rauch</i>)	UPA Global Certification - From Pilot to "Pillars" to Practice Workshop (<i>Battista</i>)	User Experience Design for Configurable/Customizable Applications Workshop (<i>Battle</i>)	Idea Markets and Poster Presentations	OFF SITE EVENTS Meet in Grand Hall East	
								Lab Tour at the School of Interactive Computing at Georgia Tech	Georgia Aquarium Tour	Turner Studios Tour	User Insight Lab Tour

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8:00 am - 9:00 am	Continental Breakfast (Grand Hall)							
8:00 am - 3:40 pm	Exhibits Open (Grand Hall West)							
	Hanover C	Hanover D	Hanover E	Courtland	Dunwoody	Hanover A	Hanover B	
9:00 am - 10:00 am	Preference and Desirability Testing: Measuring Emotional Response to Guide Design <i>Presentation (Hawley, Doncaster)</i>	Beyond Card Sorting: Using multiple methods to build a more robust IA <i>Presentation (Zabala Torres)</i>	Less is More: A content strategy to improve your product and save your sanity <i>Presentation (Cooley)</i>	How Research Plays: The UX of Mobile Gaming <i>Presentation (Becerra, Smith)</i>	Neuro Web Design: What makes them click? <i>Presentation (Weinschenk)</i>	Strategic Alliances – Find a Friend to Meet Your Goals <i>Presentation (Triplett)</i>	Recruiting Better User Research Participants <i>Presentation (Ross)</i>	
10:10 am - 10:40 am	An Insider's Look at the Mobile Worker - An International Photo Diary Study <i>Presentation (Sampanes, Snyder, White, Rampoldi-Hnilo)</i>	Getting Effective Answers from Research Sessions <i>Presentation (How)</i>	Innovations in Accessibility: Designing for Digital Outcasts <i>Presentation (Smith)</i>	It's in the cards. Users share their experience in ways that count. <i>Presentation (Barnum, Palmer)</i>	Quantifying the User Experience: Five Essential Concepts and Controversies <i>Presentation (Sauro)</i>	Designing with a Service Perspective: A Bronx Tale <i>Presentation (Keller)</i>	Finding Your New Teammate: Recruitment to optimize your team's success and boost your own career. <i>Presentation (Jensen)</i>	
10:40 am - 11:10 am	Break (Grand Hall)							
11:10 am - 12:10 pm	Triangulating Research Using Multiple Methods <i>Presentation (Mistry, Hudson, Kelkar)</i>	How to use photographs to improve the user experience <i>Presentation (Chudley)</i>	Using Multiple Research Techniques to Enhance User Experience <i>Presentation (Karis, Virzi)</i>	Into the Wild: Uncovering Holistic Mobile Insights <i>Presentation (Buckner, Walshe)</i>	IGNITE #2	How to write a design spec that speaks well to developers! <i>Presentation (Davis)</i>	Multi-channel design: Should you design simultaneously? <i>Presentation (Cox, Coats)</i>	
12:10 pm - 1:30 pm	Lunch (Grand Hall)							
1:30 pm - 2:30 pm	Dangerous in the Wrong Hands, or Power to the People? <i>Panel (Kaniasty, Krug, Hawley, Thomas, McGinn, Buttiglieri)</i>	Tool Time: Remote Testing Tools you should know about <i>Presentation (Rawlins, Straub)</i>	Conducting Research in the Operating Room: What You Should Know <i>Presentation (Loring, Rudolph)</i>	Mobile Web Emerging Trends and Best Practices: Are you Ready? <i>Presentation (Lebson)</i>	IGNITE #3	The United Nations, UX and World Usability Day <i>Presentation (Rosenzweig, Sullivan)</i>	Design Principles: The Philosophy of UX <i>Presentation (Hess)</i>	
2:40 pm - 3:10 pm	Changing The Guardian through "Guerilla usability testing" <i>Presentation (Belam)</i>	Chinese web design patterns: how and why they're different <i>Presentation (Tan)</i>	Want to be a senior manager? You already know how! <i>Presentation (Rettger)</i>	Rethinking "Country Differences": A Framework for Planning International Research <i>Presentation (Zabala Torres, Hudson)</i>	How to Write a Killer Proposal for UPA 2012 <i>Presentation (Colborne)</i>	Design Meets Disability <i>Presentation (Rush)</i>		
3:10 pm - 3:40 pm	Break (Grand Hall)							
3:40 pm - 4:10 pm	Not your father's web analytics report <i>Presentation (Mahaffey, Straub)</i>	Insights from Conducting Research in China <i>Presentation (Harper)</i>	Handshake over the Firewall <i>Presentation (Drozdzetski)</i>	Multi-touch Gestures for a Security Monitoring Application: Design and Evaluation Methods <i>Peer Reviewed Paper (Dharwada, Laberge)</i>	How to be a Great Reviewer <i>Presentation (Mastro)</i>	Benefits of Accessible, Inclusive Design <i>Presentation (Rush)</i>		
4:20 pm - 5:00 pm	iSDC in the Grand Hall East	Posters and Idea Markets in the Grand Hall East						
6:00 pm - 7:00 pm	Cocktail Hour Sponsored by Mad*Pow (Grand Hall Foyer)							
7:00 pm - 9:30 pm	Awards Dinner with entertainment by Leigh Rubin Sponsored by Bloomberg (Grand Hall)							

Friday, June 24, 2011

7:30 am - 1:00 pm	Registration (Grand Hall Foyer)							
8:00 am - 9:00 am	Continental Breakfast (Grand Hall East)							
	Hanover D	Hanover E	Hanover B	Hanover A	Chicago AB	Hanover C		
9:00 am - 10:00 am	The Evaluator Effect Revisited (CUE-9) <i>Presentation (Molich)</i>	Brainstorming and Beyond: Ideation, Innovation, and Insight <i>Presentation (Wilson)</i>	"You've Got One Hour: Now DO something!": Gaining Leverage When Resources Are Limited <i>Presentation (Dray)</i>	Winning that Elusive Buy-in for UX Research Projects <i>Presentation (Sharon)</i>	UPA Leadership Panel <i>Presentation (Rettger, Zimmermann, James, Rosenzweig)</i>	Evangelizing Yourself <i>Presentation (Hess)</i>		
10:10 am - 11:10 am	Designing for Social Change - Starting With You! <i>Presentation Bertice Berry, PhD Regency VII</i>							
11:10 am - 11:40 am	Break Book Signing with Dr. Berry Regency VI							
11:40 am - 12:40 pm	Social & Public Interfaces <i>Presentation MP Ranjan Regency VII</i>							