

# Conference Program

This is a broad overview of the program at UXPA 2016. For more details, and up-to-date revisions, please see the Website.

## Tuesday, May 31

7:30am to 8:30am

### Breakfast - for Olympics and Cascades attendees only

Fifth Avenue

8:30am to 5:15pm

### Research in Practice | Findings UX Professionals should know about - 2016

Kath Straub  
Blakely

### Journey Mapping Boot Camp: Design, Run, and Co-Create User Journey Maps

Ania Rodriguez  
Vashon 1

### Making UX Agile and Lean

John Schrag, Carol Smith, Thyra Rauch  
Orcas

### Kapow! Participant Exercises For Powerful Research

Leah Rader  
Vashon 2

### Strategic User Experience Management

Janice Rohn  
Adams

8:30am to 12:30pm

### Designing with the Mind in Mind: the Psychological Basis of UI Design Rules

Jeff Johnson  
Cascade 2

### A Design Method for Visualizing Complex Data for Users

Victor Yocco, Ashley Pulli  
Olympic

### Practical Statistics for Non-Stats Geeks

Tom Tullis, Michaela Case  
Cascade 1

10:30am to 11:00am

### Break - for morning and full day course attendees only

Fifth Avenue

12:30pm to 1:30pm • Continued

### Lunch - for Olympics and Cascades attendees only

Fifth Avenue

1:30pm to 5:15pm

### Presumptive Design: "It's not research! We're getting stuff done!"

Leo Frishberg  
St. Helens

### Designing modern enterprise search and browse experiences

Duane Degler  
Cascade 1

### Designing a Better User Experience for Do-it-Yourself Services

Stephanie Rosenbaum, Judith Ramey, Thea van der Geest  
Cascade 2

3:30pm to 4:00pm

### Break - for afternoon and full day course attendees only

Fifth Avenue

5:30pm to 9:30pm

### How to conduct field research for mobile apps

Suzanne Boyd, Ian Wyosnick  
Adams

### Rapid HTML Prototyping with Bootstrap 4

Chris Griffith  
Blakely

### Using UX skills to craft your career

Amanda Stockwell  
Cascade 1

### Usability Testing Basics: Remote and In-Person Studies

Carol Smith, Thyra Rauch, John Schrag  
Vashon 2

### Ethnography and diary studies: Turning messy data into practical value

Emma Rose, Chris LaRoche, Brian Traynor  
Cascade 2

5:30pm to 9:30pm • Continued

### Research Tools You Never Try - Now You Can!

Beth Toland, Leah Rader  
St. Helens

### Design Rationale: 10 Steps to Killing it in Design Reviews

Sharon Carmichael  
Orcas

### Add Axure Prototyping Skills to Your UX Process

Debbie Levitt  
Vashon 1

7:00pm to 9:00pm

### Welcome to Seattle - Networking and Social Event

Lobby Bar  
7:30pm to 8:00pm

### Break - for evening course participants only

Fifth Avenue

## Wednesday, June 1

7:30am to 9:00am

### Breakfast

8:00am to 6:00pm

### Exhibitor Display-Wednesday

Grand Level

9:00am to 10:15am

### Opening and Keynote-Wednesday

Kelly Goto

10:15am to 11:00am

### Morning Break

11:00am to 12:00pm

### Automotive User Interface Design: Innovative UI design in a slow moving industry ... I mean seriously slow!

Mark Palmer, Russell Branaghan, Steve Simula, Mark Duer  
Vashon 1 and 2

## Wednesday, June 1 • Continued

11:00am to 12:00pm

### Measuring Visual Attentiveness: Eye Tracking on Wearable Devices

Andrew Schall  
*Cascade 1*

### How do Asian and Western websites differ, and why? Recent findings in experimental psychology implicate basic differences in cognitive processing.

Jason Buhle, Hannah Faye Chua  
*Cascade 2*

### Journey Maps with Legs! Best practices & hot tips for research, design, and dissemination

Jeanne Turner, Julie Francis  
*Grand Ballroom 3*

### Making UX Research Indispensable

Michael Margolis  
*Fifth Avenue*

12:00pm to 1:30pm

## Lunch

1:30pm to 2:30pm

### Better UX Can Start With Motivation and Management

Patrick Branigan  
*Vashon 1 and 2*

### UX: Past, Present and Future

Tom Tullis  
*Grand Ballroom 3*

### Coaching Lean Experiments in an Agile World

Alissa Briggs  
*Cascade 1*

### First Impressions Matter: Onboarding for First Time Users

Lisa Battle  
*Fifth Avenue*

2:30pm to 3:00pm

## Afternoon Break

3:00pm to 4:00pm

### What can social psychology teach us about (better) UX research?

Jessica Cameron  
*Grand Ballroom 3*

### Adversarial to Harmonious: Building the Developer / UX Connection

Laura Faulkner, Nick Tucker  
*Cascade 2*

3:00pm to 4:00pm • Continued

### Empathy at Work: Explaining the Who, What, Why and How

Dawn Nidy, Bernadette Irizarry, Indi Young, Dr. Joseph Lee, Andrea Gallagher  
*Cascade 1*

### Provide Insight, Not Numbers: Three Dangerous Data Visualization Trends and User Research Techniques to Avoid Them

Clara Kliman-Silver, Richard Wang  
*Vashon 1 and 2*

### UX Research within an Agile Design and Development Sprint Cycle

Georgia "Slice" Spangenberg, Ed Hertzog  
*Fifth Avenue*

4:00pm to 4:30pm

## Break

4:30pm to 5:30pm

### Storytelling and the Art of Getting the Design Job

Sharon Carmichael  
*Cascade 2*

### Under the knife: plastic surgery for classic software

Jessamyn Miller  
*Vashon 1 and 2*

### Designing for an Aging Population

Jeff Johnson, Kate Finn  
*Cascade 1*

### 15 Killer Lessons Learned From 15 Years of UX Research

Beth Toland, Leah Rader  
*Grand Ballroom 3*

### We are family: Integrating personas into your corporate culture

Jenna Hammer, Marj Anzalone  
*Fifth Avenue*

6:00pm to 8:00pm

## Opening Reception

*Grand Ballroom 3*

## Thursday, June 2

7:30am to 9:00am

## Breakfast

8:00am to 6:00pm

### Exhibitor Display-Thursday

*Grand Level*

9:00am to 10:15am

### Keynote Presentation-Thursday

Nick Finck

10:15am to 11:00am

## Break

11:00am to 12:00pm • Continued

### The Care and Feeding of Content Strategists (or Finding Your Inner Content Strategist)

Teresa Lane  
*Vashon 1 and 2*

### Customer Journey Maps: Why and how UX practitioners use them or avoid them

Carol Barnum, Jen McGinn, Caroline Jarrett, Tharon Howard, Paul Sherman, Josie Scott, TS Balaji, Veronica Hinkle  
*Cascade 2*

### Women of UX Panel

Tamara Adlin, Tammy Snow, Sylvia Olveda, Ashby Fiser, Susan Motte, Rebecca Destello  
*Elliott Bay*

### Faulty by Design: A Psychological Examination of How Our Decisions Are Guided and Made

Bill Gribbons, Bob Thomas  
*Grand Ballroom 3*

### "Faux"cus Groups: Reimagining Groups to Uncover Behavioral Insights in User Research

Jackie Weeks, Elizabeth Zietlow, Ben Schweitzer  
*Fifth Avenue*

### Employee tools don't have to suck! How REI upleveled their retail service design through user research

Catherine Ho  
*Cascade 1*

12:00pm to 1:30pm

## Lunch

12:15pm to 1:15pm

## UX Book Club

*Vashon 1 and 2*

1:30pm to 2:30pm

### Innovative Mobile Research at Facebook

Nick Lange, Jen Romano-Bergstrom, Dave Poole, Lori Malahy, David Choi, Vivian Takach  
*Grand Ballroom 3*

### Stretching Online Research Tools to Meet Your Research Goals

Lisa Fast  
*Cascade 2*

### Stop guessing colors! A system to help you build a UX Design color palette.

Maria Matveeva  
*Elliott Bay*

## Thursday, June 2 • Continued

1:30pm to 2:30pm

### This Makes Me Feel :) : Capturing Emotions in UX

Sarah Garcia  
Fifth Avenue

### Mechanical Turk Under the Hood

Marc Schwarz  
Cascade 1

### UX + Sales: Crafting the Prospective Client Experience

Heather O'Neill  
Vashon 1 and 2

2:30pm to 3:00pm

### Afternoon Break

Grand Foyer  
3:00pm to 4:00pm

### Prototyping - 4 Strategic Factors for Designers

Lyle Kantrovich  
Cascade 2

### Design Accessibly: Color Contrast Tips and Tools for Designers

Cathy O' Connor  
Vashon 1 and 2

### Design Jams! How to run creative sessions with the people who use your product.

Melinda Campbell  
Fifth Avenue

### Building a product content strategy practice

Alaine Mackenzie  
Cascade 1

### Career Crossroads: Navigating Your Next Professional Move

Diane Domeyer  
Grand Ballroom 3

4:30pm to 10:00pm

### UX Tours and Other Events

7:00pm to 8:30pm

### Inside the UX Studio: an interview with 2016 Lifetime Achievement Award winner Susan Dray

Grand Ballroom 3

## Friday, June 3

7:30am to 9:00am

### Breakfast

8:00am to 6:00pm

### Exhibitor Display-Friday

Grand Level

9:00am to 10:00am • Continued

### The A-Team: How to build a UX team with strengths-based leadership

Nika Smith Auld, Julie Schiller  
Cascade 1

### Intellectual Property and UX Design - The Preceding Year and the Next Decade

Rob Tannen  
Vashon 1 and 2

### Panel: Methods and challenges for conducting UX research on first launches & major redesigns

Max Roytman, Nick Lange, Omar Vasnaik, Kerry Spalding  
Grand Ballroom 3

### Design patterns for government services: A community, not a library

Caroline Jarrett  
Fifth Avenue

### Tips and Tools for Testing Mobile Interactions Remotely (and On a Budget!)

Dana Douglas, Tristan Wilson  
Cascade 2

10:00am to 11:00am

### The Game of UX: What does your career path have in store?

Kevin Markgren  
Grand Foyer

### In-Flight Rerouting Decision Support System for Unexpected Weather Changes

Guliz Tokadli  
Grand Foyer

### Starting and Running a Design Partner Program

Mary Beth Raven  
Grand Foyer

### Mothers, Daughters and Smartphones--Oh My!

Deborah Gassner  
Grand Foyer

### How You Could Benefit from Using ISO Standards

Nigel Bevan  
Grand Foyer

### What's the Most Effective Way to Present Two-State Toggle Buttons?

Tom Tullis, Lori LeDoux  
Grand Foyer

### Tools and Techniques for Assessing Mobile User Experience

Jibo He, Barbara Chaparro, Trey Zhong  
Grand Foyer

10:00am to 11:00am • Continued

### User Experience Design of Virtual Training Environments

Becca Kennedy  
Grand Foyer

### Small Vertical Slices: Just-in-Time UI Development

Olivia Williamson  
Grand Foyer

### Portfolio Reviews (with The Creative Group)

Grand Ballroom 3

### Visual Perception and Product Design

Alex Proaps  
Grand Foyer

### Autism Spectrum Disorder Behavior Data Analysis Tool

Junying Chang  
Grand Foyer

### Embracing the User: Building User Centered Design System that Enhances the Productivity of a Growing Silicon Valley Company

Evan Verdoia  
Grand Foyer

### The Researcher's Blind Spot: Ways in which lurking biases can undermine your research findings.

Ashley Wynn  
Grand Foyer

### Is it Smart to Read with RSVP on a Watch?

Erin Gannon  
Grand Foyer

### How Web Design can Save Americans from Poverty in Old Age

Laura Bowden  
Grand Foyer

11:00am to 12:00pm

### Mixed Methods Research in the Age of Big Data: A Primer for UX Researchers

Sam Zaiss  
Grand Ballroom 3

### Re-use and Recycle: Building sustainable relationships with your users

Kellie Mecham, Anna Rowe  
Fifth Avenue

### Where's Jarvis? The future of Voice Recognition and Natural Language User Interfaces.

Crispin Reedy  
Cascade 1

**Friday, June 3 • Continued**

11:00am to 12:00pm

**Customer Experience & User Experience - is the union greater than the sum of the parts?**

TS Balaji  
*Vashon 1 and 2*

12:00pm to 1:30pm

**Lunch**

1:30pm to 2:30pm

**Unconference Session #1**

*Stuart*

**Beyond Words: Use Biometrics to Measure Emotion in User Research**

Ariel Duncan, Andrew Schall, Robert Christopherson, Ping Du, Susan Motte  
*Cascade 2*

**Who's Using Our Product? A Story of Enterprise UX Research**

Mike Flynn  
*Fifth Avenue*

1:30pm to 2:30pm • Continued

**Designing Great Dashboards for SaaS and Enterprise Applications**

Lisa Battle  
*Grand Ballroom 3*

**Unconscious Design: Constructing Interfaces for the Untapped Psyche**

Thomas Watkins  
*Cascade 1*

**Models for leadership**

Lani Hathaway  
*Vashon 1 and 2*

2:30pm to 3:00pm

**Break**

3:00pm to 4:00pm

**Unconference Session #2**

*Stuart*

**Planning for an international audience to save time and money.**

Rachel Peña  
*Vashon 1 and 2*

3:00pm to 4:00pm • Continued

**VR Demystified: Delivering Experiences Beyond the Screen**

Georgia "Slice" Spangenberg, Fredric Freeman, Keith Hobin  
*Cascade 2*

**Ethnography in Odd Places**

Carol Smith, Thyra Rauch  
*Fifth Avenue*

**Can Single Page Applications Deliver a World-Class Web UX?**

Meg Cramer, Krishna Vadrevu  
*Cascade 1*

**Building Buy-In: Internally Positioning UX for Executive Impact**

John Whalen  
*Grand Ballroom 3*

4:00pm to 4:30pm

**Break**

4:30pm to 5:45pm

**Closing and Keynote**

*James Whittaker*

6:00pm to 8:00pm

**Closing Reception**