

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