	Clover Room	Missouri Room	Anderson Room	Minnesota Room	Ohio Room
8:00 AM	*Registration in Lobby; Breakfast in Recreation Room*				
8:45 AM	*Greetings and Keynote in Auditorium*				
10:15 AM	*Coffee Break / Exhibits in Recreation Room*				
10:35 – 11:05 AM	**User-Focused Content Strategy that is Just Right** Track: Content Strategy Speaker: Lorelei Brown	**mLearning for Veterans: Designing for Diverse Audiences and Accessibility** Track: Know Your Users Speakers: Michelle Chin & Robert Parrott	**Style Me Pretty: How to Choose and Style Impactful Images** Track: Designing for the UX Speakers: Linna Manomaitis Ferguson & Sarah Weise	**Purposes, Personas, Conversations – Try It With a Real Example** Track: Research Methods Speaker: Ginny Redish	**Five Predictions for the Future of Mobile Technology** Track: Mobile UX Speaker: David Marra
11:05 AM					
11:10 – 11:40 AM	**Intelligent Content: A Case Study** Track: Content Strategy Speaker: Lisa Goldberg	**Designing for People with Cognitive Disabilities: How Can the UX Community Help?** Track: Know Your Users Speaker: Yulia Nemchinova	**Developing a User Interface for Large-scale, Multi-mode Survey Data Collection** Track: Designing for the UX Speakers: Jennifer Beck & Elizabeth Sinclair	**Think-Aloud Protocols in Usability Testing** Track: Research Methods Speakers: Erica Olmsted-Hawala, Jennifer Romano Bergstrom, Katie Greiner & Victor Quach	**Mobile Apps versus Mobile Websites: The User's Perspective** Track: Mobile UX Speaker: Sharon Grubaugh
11:40 – 12:35 PM	*Lunch in Cafeteria*				
12:35 – 1:05 PM	**Get Your Train On: Building Your UX Team Through Practical Usability Training** Track: Selling UX Speakers: Jonathan Rubin & Angela Hooker	**UX Leadership Skills: Managing Conflict in Creative Environments** Track: Staying Fresh in the Field Speaker: Dan Brown	**Graphics and Wireframes – Where Interaction Design and Graphic Design Meet** Track: Designing for the UX Speaker: Scott McDaniel	**Using Focus Groups to Collect User Experience Data: A How-To Guide From Planning to Data Analysis** Track: Research Methods Speakers: Kinsey Gimbel, Jennifer Romano Bergstrom, Hilary Ross & Bryan Wiggins	**Wireframing with Your Team in Mind** Track: Presenting UX Findings Speaker: Jason Kolaitis
1:05 PM					

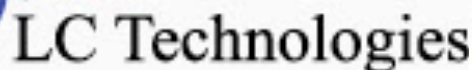|	Clover Room	Missouri Room	Anderson Room	Minnesota Room	Ohio Room
1:10 – 1:40 PM	**UX Marks the Spot: Finding the Right Place Between UX and Marketing** Track: Selling UX Speakers: Sara Mastro & Heather Gay	**Creativity Principles for User Experience Teams** Track: Staying Fresh in the Field Speaker: Tom Illmensee	**User Experience Design for Configurable Applications** Track: Designing for the UX Speaker: Laura Chessman & Lisa Battle	**QuitPal – A Case Study** Track: Research Methods Speaker: Bill Killam	**From PDFs to HTML Prototypes: Making the Transition as a UX Designer** Track: Presenting UX Findings Speaker: Nathan A. Curtis
1:40 PM					
1:45 – 2:15 PM	**Empower Yourself: Negotiate for the User** Track: Selling UX Speaker: Carol Smith	**Do You Care About Your UX Career? Network Now!** Track: Staying Fresh in the Field Speaker: Cory Lebson	**Interaction Design for Keyboard/Touchscreen Hybrids: How Your Designs Need to Change to Accommodate** Track: Designing for the UX Speaker: John Whalen	**The Note-Taker's Perspective During Usability Testing: Recognizing What's Important, What's Not** Track: Research Methods Speaker: Kristen Davis	**Usable Usability Reports That Will Delight Your Customers and Amaze Your Colleagues** Track: Presenting UX Findings Speaker: Dick Horst
2:15 PM					
2:20 – 2:45 PM	*Coffee Break / Exhibits in Recreation Room*				
2:45 – 3:15 PM	**Usability Issues and User Experience Evaluation of Surveys** Track: UX of Surveys and Large Data Sets Speakers: Jennifer Romano Bergstrom, Ricardo Carvalho, Sarah Keaton & Jonathan Mendelson	**Iterating Awesomeness!** Track: Agile UX Speaker: Michael Jovel	**Your Design Doesn't Matter When it Can't be Implemented (and it's not Just Technical)** Track: Designing for the UX Speaker: David Hobbs	**Improving the User Experience of Emails** Track: Research Methods Speaker: Cathleen Zapata	**CANCELLED**
3:15 PM					
3:20 – 3:50 PM	**Steps to Design a Better Survey** Hilary Track: UX of Surveys and Large Data Sets Speaker: Jean E. Fox & Scott Fricker	**Integrating UX into an Agile Process – Successfully** Track: Agile UX Speaker: Joe Natoli	**Keeping It All in the Family: Developing Style Guidelines for Suites of Applications** Track: Designing for the UX Speakers: Rachel Sengers & Lesley Humphreys	**The Use of an Unmoderated, Online Usability Testing Service to Test a Website** Track: Research Methods Speaker: Brandon Kopp	**Optimizing User Experience Across Devices with Responsive Web Design** Track: Design Speaker: Clarissa Peterson
3:50 PM					

	Clover Room	Missouri Room	Anderson Room	Minnesota Room	Ohio Room
3:55 – 4:25 PM	**Application UI Design with Large Data Sets** Track: UX of Surveys and Large Data Sets Speaker: Cathy Lu	**Bringing User Centered Design and Scrum Together – The Ultimate Agile Approach** Track: Agile UX Speakers: Susana Esparza, Jason Kolaitis, Jennifer T. Sharp & Philip Usatine	**Designing the Gov 2.0 UX** Track: Designing for the UX Speaker: Kate Walser	**So You Think You Can Moderate? Techniques to Enhance Your Moderating Skills** Track: Research Methods Speaker: Andrew Schall	**A Site For All Eyes – Considerations for Responsive Design** Track: Design Speakers: Dori Kelner & Bill Killam
4:25 PM					
4:30 – 5:00 PM	**Why Do Respondents Skip Questions in Surveys: A Visually Integrative Representation of User Types** Track: UX of Surveys and Large Data Sets Speaker: Ricardo Carvalho	**Playing AGILE/UX Rugby in the U.S. Courts** Track: Agile UX Speaker: Luis D. Rodriguez	**Birds, Bears and Bees: Optimal SEO for Today's Search** Track: Designing for the UX Speaker: Marianne Sweeny	**Eye Tracking: How the Mind Utilizes Its Eyes** Track: Research Methods Speakers: Jon West & Dixon Cleveland	**Responsive Design, Adapted** Track: Design Speakers: Dara Pressley & Lindy Roux
5:00 PM					

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