



## User Focus 2012 | October 19, 2012 | 4H Conference Center

7100 Connecticut Ave | Chevy Chase, MD | (301) 961-2801

10:35- 11:05 AM

### User-Focused Content Strategy that is Just Right

Track: *Content Strategy*

Room: *Clover*

Think your organization or project is too small for content strategy? Don't know where to start on the massive project you've just been handed? Want to incorporate it into your current organization/agency/team's process? Regardless of the size of your team, organization, or project, you can do content strategy. We'll break down content strategy into its parts and show how anyone can fit it into what they do, stealthily or blatantly, whichever way works for you. We'll also show you ways to sell it to your boss and evaluate your strategy's success.

**Lorelei Brown** has grown with the IA/UX profession, with 15 years of experience working on the web. Her favorite problems are search, content strategy, operations, and customer experiences. Her favorite tools are ethnography, search analytics, call center feedback, active listening and empathy.

### mLearning for Veterans: Designing for Diverse Audiences and Accessibility

Track: *Know Your Users*

Room: *Missouri*

Mobile apps are an amazing and popular way to make information available to the masses. For American Veterans looking for jobs after leaving the military, apps can make career-related information accessible. But are they truly accessible? Veterans have enough to deal with between physical and psychological injuries, translating military experience into civilian terminology, reentering society, and changing careers. A useful career-related mobile app must use excellent user-centered design and interaction techniques to be accessible, not just useful, to Veterans. Come discover how we developed an app that is useful and reusable, accessible, and scalable for our very geographically and technologically diverse audience!

**Robert Parrott** is an instructionally curious designer who finds inspiration for learning experiences in many different places. He has been working as a government consultant for 10 years with various firms. The experience has exposed him to the many challenges our government faces with classroom and online learning, software development, user-centered design, systems implementations, and generally communicating with their target audiences.

Understandably, he is attracted to this organization and wishes to learn more from its members, if not contribute insight himself. Seen a great example of design or training in action within the .gov ranks? Robert would love to hear about it!

**Michelle Chin** (M.S. Interaction Design and Information Architecture) is an experienced interaction designer, graphic artist, quality assurance specialist, and information architecture professional whose personal mantra is "make things better." She thrives on figuring out ways to make everyday issues more efficient, easier-to-use and less stressful. Michelle recently earned her Master's in Interaction Design and Information Architecture at the University of Baltimore and is a member of UXPA-DC. She is also a novice triathlete and avid cyclist.

10:35- 11:05 AM

### Style Me Pretty: How to Choose and Style Impactful Images

Track: *Designing for the UX*

Room: *Anderson*

Is a picture really worth a thousand words... or dollars? No matter the type of website, images can make or break your website. Attend this session to learn the research behind how to select the best images for your website. Learn how people see and interpret different types of images, and how it affects experiences. From a figure's eye positioning to smile to posture, give your images a persuasive boost that will impact conversion rates on your site.

For a combined 20 years, **Linna Ferguson and Sarah Weise** have helped clients increase site traffic, prevent drop-offs, and boost recognition through creative online branding strategies and positive customer experience on websites and applications. Their clients include a mix of government, e-commerce and non-profit sites such as Department of Homeland Security, Environmental Protection Agency (EPA), Federal Bureau of Investigation (FBI), Veteran's Affairs (VA), Pong Research, and Washington Performing Arts Society. They analyze, design, and develop websites to best showcase organizations to their target audiences. They use a variety of methods such as heuristic and expert usability reviews, user interviews, persuasion assessments, user testing, focus groups, prototyping, and website needs assessments. In recent years, they collaboratively specialized in refining efficient approaches to analyzing websites and presenting usability findings in clear, memorable ways. They have also developed and refined the technique called 'Express Usability' to help build clients trust in applying the user centered design process.

### Purposes, Personas, Conversations - Try it With a Real Example

Track: *Research Methods*

Room: *Minnesota*

We'll do this session in workshop mode even with a large roomful of participants. Come work with Ginny Redish to learn and practice two very useful techniques for creating or revising your web content: "purposes, personas, conversations," and "walking your personas through their conversations." These techniques apply to every piece of content that you write. Practice stating purposes in specific, measurable ways that focus on your site visitors. Learn the value of the subtle change from inward-focused to outward-focused purposes. If you have personas for your site, learn how to elaborate and apply them when planning specific content. If you don't have personas yet, learn how to create "mini-personas" for the content you write. And then practice conversing with those personas through your content and assessing your content by walking your personas through their conversations. With an example from a real web site, you'll see how easy and powerful these techniques can be.

**Ginny Redish** has been a passionate evangelist for plain language and usability for many years. She is an internationally-renowned consultant and speaker, widely-recognized for her pioneering work in bring clarity to web sites, documents, and software interfaces. Ginny is co-author of two of the classic books on usability and author of numerous papers and book chapters on plain language, user research, writing for the web, and other topics. Reviewers have raved about her most recent book, *Letting Go of the Words - Writing Web Content that Works*. The second edition of *Letting Go of the Words* (August 2012) has a section on content strategy, tips on search engine optimization, a new chapter on usability, and many new examples.

10:35- 11:05 AM

## Five Predictions for the Future of Mobile Technology

Track: *Mobile UX*

Room: *Ohio*

We know mobile is big. We've all seen the statistics about mobile internet surpassing desktop web by 2013 and information about the explosive growth in mobile commerce this past holiday season. While we understand that mobile is important, it is less certain where this technology will lead us. If you use your phone for "everything," what could possibly be next? The devices and features in the market are constantly shifting. Amazon may be entering the smartphone market. Google is developing voice-controlled search, like Siri. Apple is experimenting with 3D interfaces that respond to your environment. Even still, we have yet to realize the full power of these small computers that connect users in all possible contexts. This presentation and discussion will focus on five predictions for the emerging mobile landscape. Bringing the perspective of an avid technologist and UX-minded engineer, David Marra will discuss the limitations and untapped potential of mobile, including: - Geolocation and search functionality - Purchase process and mobile payments - Advanced multimedia distribution, such as video and hi-resolution photos - Mobile distributed computing - Scaling mobile experiences across screens These predictions are designed to help you, the user experience professional, better understand the likely mobile landscape in the next two to three years with the aim of helping you answer these three questions: 1. As mobile growth continues, where will innovation lead the user, and vice versa? 2. How should our teams respond to the growing demand for mobile features within a landscape of constantly changing and evolving technologies? 3. How can we ensure we keep the user front and center amidst the swirl of technology, features, and updates? Answering these questions ensures that we keep a laser-focus on the user, because mobile technology isn't about the technology. Instead, it's about how we, as people, use the technology.

**David Marra** is the CEO and Head Engineer of 25K DIGITAL, a next generation digital agency that specializes in advanced user experience development for all users on desktop, web, and mobile. Since 2008, 25K has created software solutions for GE, CNN, Proctor & Gamble, General Motors, The US Army, Microsoft, and numerous government agencies. Prior to creating 25K DIGITAL, Marra co-founded a multimedia software company named videoNEXT that developed video streaming and communications systems. Marra lead the strategic and technical direction of the company and delivered large-scale data visualization and management solutions to the U.S. Air Force, Army, and Navy; the Central Intelligence Agency; the United Nations; and Rolex Global Headquarters. Throughout his career, Marra has been actively involved in the tech community and provides commentary on advanced web and mobile technologies, social networks, data visualization, and cloud computing.

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### Intelligent Content: A Case Study

Track: *Content Strategy*

Room: Clover

One piece of content can now appear in a wide range of platforms and devices, including Web, mobile Web, apps, e-books, and print. As we expand the scope of the Create Once, Publish Everywhere model, how do we ensure that content behaves as expected in these different interfaces? The answer is semantic structure, also known as intelligent content. Lisa will provide a high-level overview of issues to consider and illustrate those points with a case study from the National Cancer Institute's mobile website.

**Lisa Goldberg** is a Manager, Information Architect at Sapient Government Services. She has almost 20 years of experience providing user-centered design solutions to government and nonprofit clients such as the National Cancer Institute, the National Library of Medicine, and the Veterans Health Administration. Lisa led the design of the National Cancer Institute's mobile website, recently ranked as one of the top ten Federal mobile apps by Government Computer News. An active member of UXPA DC and the Information Architecture Institute, Lisa has spoken at previous User Focus conferences and IxDA events. You can follow her on Twitter and Instagram at LisaGDC.

### Designing for People with Cognitive Disabilities: How Can the UX Community Help?

Track: *Know Your Users*

Room: Missouri

Sources indicate that as many as 7% of US population (20 million people) have some type of cognitive disability. Cognitive disabilities include conditions such as learning and language disabilities, attention disorders, traumatic brain injury, mental retardation, autism, cerebral palsy, cognitive issues related to aging and more. These illnesses are often invisible, hard to diagnose or identify without specialized training. Furthermore, people with cognitive limitations may not be aware of their conditions or may not be willing to self-identify in order to request accommodations. The impact of cognitive disabilities on human cognition is just as diverse as its spectrum and affects memory, attention, language and reading, emotional control, speed of reasoning, and executive functions to name a few. Providing better access to electronic information for people with cognitive disabilities has been gaining more attention in recent years; however, the progress in cognitive accessibility, particularly in accessing the Web, is still lacking. The reasons for this include complexity of cognitive issues, difficulty finding a universal approach to accommodate various deficiencies, lack of automated validation tools and the need for human evaluation, lack of cognitive accessibility testing data and variability in cognitive research findings, and access to assistive technologies. This session will offer an outlook on the current research in designing for people with cognitive disabilities, followed by what we can do today as UX professionals to move a few steps closer to making the Web accessible for all users, including those with cognitive disabilities. The author has conducted this research for a major government agency, looking to identify some practical ways for improving user experience for people with cognitive impairments. The findings to be presented are based on a literature review of academic sources primarily published over the past 10 years as well as personal communications with several leading experts in the areas of cognition, computer science, training, research, and practice.

**Yulia Nemchinova** has been evangelizing the importance of usability long before this word appeared on her job title. Today, as a usability specialist on a talented and diverse team of user experience professionals at Northrop Grumman, she works on improving web applications for the Social Security Administration. Previously, Yulia lead User-Centered Design initiatives within the development team for a proprietary Learning Management System at the University of Maryland University College (UMUC). Yulia is passionate about creating delightful experiences and interactions. In her spare time she teaches usability engineering to software engineering students at the UMUC Graduate School. Yulia holds a Doctorate in Communications Design from the University of Baltimore.

11:10- 11:40 AM

### Think-Aloud Protocols in Usability Testing

Track: *Research Methods*

Room: *Minnesota*

The think-aloud protocol is one of the main techniques used by usability professionals when conducting usability studies. There are many variants in use by practitioners today, and as research has highlighted, some protocols work better than others. This panel will present recent research and practitioner experiences using the think-aloud protocol during usability tests. A few of the variations of think aloud that will be discussed by panel members include Concurrent Think-Aloud (CTA), Coaching, Speech-communication, Traditional, Retrospective Think Aloud (RTA). Some questions panel members will discuss include: (1) Does the think-aloud condition influence usability measures of accuracy, efficiency, and satisfaction? (2) Does the think-aloud condition influence participant verbalizations? (3) Should different think-aloud protocols be used for different age groups? (4) Is the dual task of thinking aloud while working on a task more challenging for older participants? (5) When using eye tracking with think-aloud protocols, does concurrent think aloud influence eye-gaze patterns? (6) What are the pros and cons of CTA and RTA? Panel members will highlight the results of recent research. Panel members will conclude with some suggested applications for usability practitioners.

**Erica Olmsted-Hawala** has an M.A. in technical communication. She has been working at the Human Factors and Usability Research Lab in the directorate of Research and Methodology at the U.S. Census Bureau for over 11 years. At the usability lab she leads studies on the Census Bureau's Web dissemination site and on electronic data collection instruments. Her research interests include think-aloud protocols in usability testing, strategies for communicating usability results, interface displays for Web sites, and the usability of handheld devices to collect survey data.

**Jennifer Romano Bergstrom** (Ph.D. in Applied/Experimental Psychology) has been conducting quantitative and qualitative user-centered research for 12 years. She is currently a Senior Research Associate at Fors Marsh Group. She conducts a variety of usability studies, including low- medium- and high-fidelity studies with eye tracking, card-sorting studies, and experimental studies. She uses eye tracking and conducts studies that aim to improve usability testing methods. She designs and tests surveys, teaches usability courses, presents at conferences and publishes in peer-reviewed journals. She has reviewed for the Journal of Experimental Psychology and the Journal of the American Geriatrics Society and for the AAAS, HFES and UXPA annual meetings. She is the Vice President of UXPA-DC and President-Elect of DC-AAPOR.

**Katie Greiner** is a user experience researcher at Zappos. She is currently completing her Master's in Human-Computer Interaction from Rochester Institute of Technology. She's eager to learn more UX methodologies and refine her techniques to become a smarter and more effective researcher. Katie is an enthusiast for learning and laughing.

**Victor Quach** has a Masters degree in Human Factors Psychology and is currently working towards a Doctorate in Applied Experimental Psychology. He has been working at the Human Factors and Usability Research Lab in the directorate of Research and Methodology at the U.S. Census Bureau for over 3 years. His research interests include spatial memory, interface design, and usability of new computing hardware and operating systems.

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### Mobile Apps versus Mobile Websites: The User's Perspective

Track: *Mobile UX*

Room: *Ohio*

There is often a big debate over designing a mobile website or creating a mobile application. This talk explores the difference between mobile applications and websites from a user's perspective. The talk will explore the advantages and disadvantages of native applications and websites. It will explore the technological, financial and user aspects of the various choices available. It will show a decision framework for guiding this choice. To illustrate the choices and paths, the talk will use 2 different case studies to demonstrate the potential impact of these choices on the user's perspective. The first case is the mobile job seeker. The presentation will take the audience through the steps that a mobile job seeker might employ as navigating the websites and applications that might exist for the eager job seeker. The second case is focused on the traveler. The steps and perspective of the mobile traveler will show a potential use of mobile apps and websites from their perspective. Then the two user's perspective will be explored and contrasted. The final portion of the talk will focus on a decision framework with important factors for consideration.

**Sharon Grubaugh** is the founder and principal of Synergistic Paradigms LLC. She has expertise in business analysis and strategy, process improvement, project management and experience design. She works with all sizes of companies in a variety of industries to help them achieve their business goals and provide the best experience for their customers through the effective use of process and technology.

### Developing a User Interface for Large-Scale, Multi-Mode Survey Data Collection

Track: *Designing for the UX*

Room: *Anderson*

Every five years, the U.S. Census Bureau conducts the Economic Census, a large-scale, Federal survey of nearly 4 million businesses that captures a snapshot of the health of American businesses and the economy. In previous data collection cycles, participants in the Economic Census responded on paper or through a downloadable program application. For the first time, the 2012 Economic Census will include a web data-collection mode that will be available to respondents in small businesses. Because the Economic Census is comprised of approximately 600 different questionnaire versions that are tailored to many different industries, the complexity of the design presented unique challenges for the development of the web user interface. In this presentation, we will discuss these design challenges and findings from the usability testing of the interface. The results of the testing underscore the difficulty of designing an interface that not only could accommodate the scale of the data collection, but also would be consistent with the other modes of data collection and compatible with the type of information users would be providing. As the move toward multi-mode data collection gains momentum, the challenges of designing comparable but user-friendly interfaces become important.

**Jennifer Beck** is a Research Psychologist at the U.S. Census Bureau. Her interests include how memory and judgment and decision-making processes influence survey design and survey response.

12:35- 1:05 PM

### Get Your Train On: Building Your UX Team Through Practical Usability Training

Track: *Selling UX*

Room: *Clover*

Usability practitioners are always in short supply. And convincing executives about the importance of usability testing is a constant struggle. So, why not kill two birds with one stone, and turn your testing program into a training and awareness program as well? GSA's First Fridays is a "discount usability" program based upon Steve Krug's simple but effective methodology. We've tested dozens of websites, and now we're teaching other agencies how to test their own sites through our educational Facilitator in Training Program. Learn about our testing style and how easy it is to emulate. Hear about our syllabus and practical, step-by-step educational process and how it can change the culture at your organization.

**Jonathan Rubin** is Program Manager for GSA's First Fridays program, a usability demonstration, testing, and awareness program. Based at GSA's central office in Washington, DC, the First Fridays team has tested more than 40 Federal websites, mobile sites, and intranets to date, including the U.S. Army, IRS, Department of Transportation, and USA.gov. The First Fridays team, composed of both usability professionals and novices, uses Steve's Krug's "do it yourself" method of testing. They share their scripts, templates, and best practices at [www.HowTo.gov/FirstFridays](http://www.HowTo.gov/FirstFridays).

**Angela Hooker** is a senior accessibility specialist for Cascades Technologies, Inc., where she manages inclusive design programs for government clients. As a self-proclaimed "web contortionist," she's brought her web management, editorial, and content management expertise to government agencies for over 14 years. Angela helps create accessible solutions for websites, mobile apps, video, social media applications, and more. In addition to inclusive design, Angela advocates for web standards and plain language. She contributes articles on accessibility to [HowTo.gov](http://HowTo.gov); speaks on inclusive design, web standards, and plain language; and trains developers, designers, and usability specialists to design, create, and test IT projects with principles of inclusive design.

### UX Leadership Skills: Managing Conflict in Creative Environments

Track: *Staying Fresh in the Field*

Room: *Missouri*

Design work is fraught with conflict. Some is good, moving the project forward, and some is bad, stalling progress. Either way, most designers find themselves ill-equipped to deal with the variety of conflicts that arise. They lack the skills necessary to ensure their conflicts aren't caustic and counter-productive. I've been working to define the Situations we face, the behavior Patterns we can use to address those situations, and designers' Traits that may lead to conflict. Situations describe scenarios typical to the design process. Patterns are techniques we can apply to situations. Like the patterns that have emerged to aid interface design, these techniques are starting points for redirecting conversations to be more productive. Traits are behaviors or preferences exhibited by designers. This framework attempts to take some conflict management concepts and render it in a practical language that's meaningful for designers. In this workshop, we'll explore a dozen situations typically faced by designers on their projects and discuss techniques for redirecting the conflict. We'll play some games to practice selecting the appropriate technique. We'll discuss the difference between good (productive) conflict and bad (stalling) conflict. We'll talk about how to integrate these skills into your professional development and what to look for in other people that will help with managing them.

**Dan Brown** is a user experience designer based in the Washington, DC suburbs. Has has been practicing user experience design since the mid-90s, and specializes in information architecture, interaction design, and user research. Dan Brown is co-founder and principal at EightShapes, LLC, a user experience consulting firm based in Washington, DC that has engaged with clients in telecommunications, media, education, health, high-tech, and other sectors.



12:35- 1:05 PM

### Graphics and Wireframes - Where Interaction Design and Graphic Design Meet

Track: *Designing for the UX*

Room: *Anderson*

When designing wireframes, we put graphic design aside to focus on interactions, navigation, and page types. Page layout, though, is fundamentally a graphic design discipline. And, at some point that wireframe must become a professional looking screen. This session covers three main topics: Graphic Design Principles for Interaction Designers: When we tell a graphic designer that we want to draw attention to a place or to emphasize something, what tools in their toolbox can they use to accomplish that? Given accessibility needs, how can we use color to enhance the user experience? What layout principles should we keep in mind when designing? Wireframes to Finished Screens: How do we best communicate with graphic designers so they know which parts of the design we hope they will enhance and which parts are non-negotiable? We'll look at the wireframe version and the finished version of several screens, and we'll talk about the collaboration between designers for them. The Critique Party: The last third of the session will be a group critique of graphic designs on the web. Audience members will offer their opinions on what works and doesn't work for a variety of pages - some provided by the presenter and some nominated by the group.

**Scott McDaniel** is a UI designer and an illustrator. He has a background in visual perception and has been designing interfaces for applications and web sites for 18 years. A particular interest is in interfaces for complex searching applications, and he has designed such interfaces for clients like the Library of Congress, Reed Elsevier, and the National Library of Medicine. He also illustrates and provides graphic design for iPhone and iPad games and apps.

### Wireframing with Your Team in Mind

Track: *Presenting UX Findings*

Room: *Ohio*

Wireframing is a foundational element in creating an extraordinary user experience. It helps create a holistic design by mapping out functionality, page structures, design elements, interaction sequences and navigation before heavily investing in any kind of development. After consulting on dozens of projects over the years, I realize the success of the wireframes (and ultimately the project) largely depend on the audience and purpose of the wireframes. It can be hard to strike the right balance of supplemental documentation for wireframes, which is why I tend to do my due diligence in understanding exactly for whom and why wireframes will be created before I ever start to design. I'm a firm believer that wireframes should be a standalone deliverable and should be able to tell a story without human intervention. If a random person off the street can't read and thoroughly comprehend the functionality of the system, then how are developers supposed to build off the incomplete blueprints. The answer is, they can't - they'll be forced to make assumptions and that's when projects run into trouble. To make the most out of the wireframes, understanding people's motives and their intended use of the wireframes will help create a better system in the long run.

**Jason Kolaitis** is Senior User Experience Designer for Celerity, a 700-person consultancy. He is responsible for establishing the user experience vision that drives the design and development of Celerity's Web and Mobile offerings, methodology and client relationships. He provides strategic leadership around all aspects of user experience design and user centered design. With years of experience in web technologies and consulting, Jason helps drive innovation in design, usability, information architecture, content management and rich interactive applications. Jason graduated with a Master's of Science in Information Systems Technology from The George Washington University and a Bachelors of Science in Information Management and Technology from Syracuse University. He has served such government clients as Federal Bureau of Investigation, Defense Logistics Agency, U.S. Army, U.S. Navy and the DoD. On the commercial side he has consulted for National Geographic, ADA and MeadWestVaco.



12:35- 1:05 PM

## Using Focus Groups to Collect User Experience Data: A How-To Guide From Planning to Data Analysis

Track: *Research Methods*

Room: *Minnesota*

Focus groups may seem intimidating, but they can be an effective way to collect both quantitative and qualitative data on the user experience. Fors Marsh Group has conducted more than 50 focus groups in the last year, and our methods ensure that groups are structured, purposeful, and provide clients with actionable data. In this panel discussion our team will describe our process and share the lessons we've learned. Discussion topics will include: *Logistics*: How do you pick focus group facilities? How do you recruit participants? How can your stakeholders observe and participate in groups if they are off-site? What do you do when groups are not conducted in English? *Developing content*: How do you work with your client to create a protocol? What kinds of activities will allow you to gather the data you need? How can activities be used to engage the participant? What is the right mix of quantitative and qualitative methods? *Facilitating*: How do you deal with quiet groups or loud groups that stray off topic? How do you help people think beyond their immediate reactions? *Data Analysis*: What kinds of data can you get from focus groups? How can you use those data? How can you present the data to your clients?

**Kinsey Gimbel's** primary areas of experience are survey design and administration, data analysis and reporting, and program evaluation. She currently provides reporting and evaluation assistance to the Department of Veterans Affairs and the IRS, and works on survey and focus group projects for the DoD's Joint Advertising, Market Research & Studies (JAMRS) program. Before coming to Fors Marsh Group, Kinsey spent nine years at Macro International (now part of ICF International) working on data collections and program evaluations for the National Science Foundation and the National Institutes of Health. She also worked at the Center for Creative Leadership in Greensboro, North Carolina, where she co-edited the sourcebook *Leadership Resources: A Guide to Training and Development Tools*.

**Jennifer Romano Bergstrom** (Ph.D. in Applied/Experimental Psychology) has been conducting quantitative and qualitative user-centered research for 12 years. She is currently a Senior Research Associate at Fors Marsh Group. She conducts a variety of usability studies and experimental studies and conducts focus groups to enhance usability findings. She designs and tests surveys, teaches usability courses, presents at conferences and publishes in peer-reviewed journals. She has reviewed for the *Journal of Experimental Psychology* and the *Journal of the American Geriatrics Society* and for the AAAS, HFES and UXPA meetings. She is the Vice President of UXPA-DC and President-Elect of DC-AAPOR.

**Hilary Ross** joined Fors Marsh Group in April 2012 as a Research Analyst working on the Ad Tracking study for the Joint Advertising and Marketing Research Studies Ad Tracking program. Her main responsibilities involve data analysis and presentation development for the Recruits segment of the Ad Tracking study. Prior to joining Fors Marsh Group, Hilary worked as a Research Analyst in the U.S. Department of Transportation, Bureau of Transportation Statistics on behalf of a transportation research and consulting firm. She managed the contract-side work on numerous statistical publications and databases. She earned an MA in International Commerce and Policy from George Mason University in December 2011, and prior to that she earned a BS in Economics and a BA in International Studies from American University.

**Bryan Wiggins** has over ten years of experience managing, designing, and implementing research and training programs in academic, government, and private sectors. He has worked at Fors Marsh Group since 2004, serving as project lead on survey research efforts regarding employee attraction, recruiting, and satisfaction with populations in various stages of the recruiting process. In addition to survey research, Bryan has been heavily involved in the creation of several career planning websites. Bryan has also led multiple website evaluation efforts including focus group research, usability testing, and experimental testing. Bryan received his Ph.D. in Industrial/Organizational Psychology from George Mason University and his B.S. in Psychology from Pennsylvania State University.

1:10 – 1:35 PM

### UX Marks the Spot: Finding the Right Place Between UX and Marketing

Track: *Selling UX*

Room: *Clover*

Typically in user experience, the team is focused on the goals of where the customer wants to go and how they get there. Marketing tends to focus on what content the customer ultimately wants and get them what they want fast. The problem with the marketing approach is that relevant customer information isn't always presented as usable as it can be. It has become increasingly important and relevant for marketing teams to work in collaboration with UX professionals to ensure a solid user experience. This session will discuss how UX and Marketing professionals can successfully work together, sharing research, insights and experience to build a better product. The presentation will mainly focus on this relationship from an agency point of view, and will discuss different tactics as well as specific case studies for examples.

**Sara Mastro** is responsible for leading Mediabarn's Interactive Studio team that creates intuitive user experiences for web, mobile and online applications. Sara began her career developing branding and conducting market research with Texas Instruments over 15 years ago, and continued to work with companies such as Discovery Education, Hewlett Packard, McGraw Hill and WeatherBug overseeing design and usability for their online products and services. Sara has served as Co-Chair of the Reviewer's Committee for UXPA's International conference since 2010.

**Heather Gay** leads research initiatives for the Mediabarn UX Lab. She possesses an in-depth knowledge of user experience and industry research initiatives and has over 15 years of extensive knowledge managing a variety of user research projects. She has traveled nationally and internationally to moderate over 3,500 research interviews, focus groups, and ideation sessions. Over the course of her career, Heather has conducted usability test initiatives for companies such as Gap Inc., Johnson & Johnson, PBS KIDS, AARP, United States Patent & Trademark Office, Council of Better Business Bureaus, and UPS.

### Creativity Principles for User Experience Teams

Track: *Staying Fresh in the Field*

Room: *Missouri*

User experience professionals are often among the most creative people in organizations. We're designers, problem-solvers, and dreamers. But how do we foster creativity within ourselves? How do we sharpen our skills? How do we nurture creativity within our teams and organizations? This talk describes practical ways solo practitioners and teams at all levels can discover and improve creative powers that produce better design outcomes for users, customers and organizations. Attendees will learn how to develop habits that unlock artistry, practice techniques that stimulate experimentation and innovation, and participate in a fun, interactive game that illustrates a simple solution to a common problem many UX people face working in Agile cultures. Inspiration guaranteed.

**Tom Illmensee** is the Director of User Experience at Snagajob, the nation's largest hourly employment network for job seekers and employers. Tom's 12-year career in UX includes service as practice leader, team manager, strategist, researcher, interaction designer, information architect, and web developer. Several years teaching preschoolers and as a touring musician taught him the value of having a thoughtful Plan A and always being prepared to improvise Plans B, C, D and sometimes E.

## User Experience Design for Configurable Applications

Track: *Designing for the UX*

Room: *Anderson*

In complex applications, such as claims processing, learning management, scheduling systems, engineering software, and other such tools, it is common to provide flexibility to modify the user interface (and the underlying processing) to meet widely varying needs, rather than assuming that one size fits all. When working on the user experience design for such products, we need to ensure that it is easy for clients or users to configure the product as they wish, and we need to be mindful of the impact that client-specific configuration, customization, or individual personalization will have on the overall user experience. This presentation will describe design patterns for configurable and customizable user interfaces, discuss how to decide which features should be configurable, and share lessons learned. What does “Configurable” mean? We will define patterns for ways in which user interface can be made configurable so that organizations or end users can modify them based on their goals, working styles, tasks, and preferences. We will discuss each design theme and show examples of UI design that allows for configuration by an end user or by an organization. *Appearance:* Including end users selection of color and font themes and organizations control of the appearance of their applications, including “white labeling”. *Layouts:* Configuring the basic screen layout, to accommodate a wide range of display devices, and potentially also to accommodate users’ work styles. We will show examples of an application that gives end users extreme flexibility to lay out their workspace the way they want. *Information displays:* Data tables, visualizations, portlets, and data entry fields--the substantive parts of an application that users need to view or enter to complete tasks, and show examples of how these UI elements can be configured. *Navigation:* Some product suites have a collection of modules or add-ons that clients can choose whether or not to purchase. As a result, the navigation and menus may vary from one client to another. We will show examples that accommodate these changes as well as user-defined navigation. *Interactions:* A client may want to define hotkeys, or users may want the ability to define custom keystrokes that are specific to their work area. We will show examples that allow users or organizations to change the inputs, outputs, and available actions. *Permissions:* We will briefly discuss and show examples of UI design for permission settings to control what users can see and do in an application.

**Laura Chessman** is a user centered design and strategy professional with experience in both industry and government settings. While leading efforts to assess and improve the usability of systems ranging from complex software for researchers and engineers to informational systems for broad audiences, Laura has also worked within organizations to integrate user centered design methodologies into software development processes for long term successes in improving system usability. Laura has led multiple design and usability projects for clients such as the National Cancer Institute and American Red Cross and has managed the design and usability efforts for multiple complex software products in private industry. Laura has considerable experience designing for and assessing the usability of complex systems used in highly specialized fields such as science and engineering. She has a M.S. in Information Science from the University of North Carolina.

**Lisa Battle** is a principal consultant at Design for Context, a user experience design consultancy based in Washington, DC. She works with clients to clarify user needs and business goals, and design user interface solutions that improve user experience and productivity. Lisa has led the design of many interactive applications supporting business functions such as accounts payable, claims processing, learning management, and project management, and has consulted on the design of large-scale informational web sites and intranets. Lisa is a past president of UPA DC and was the founder of the annual User Focus conference in Washington, DC. She has a master’s degree in Cognitive Psychology/Human Factors from George Mason University.

1:10 – 1:35 PM

### QuitPal – A Case Study

Track: *Research Methods*

Room: *Minnesota*

QuitPal is an application designed to assist people in stopping smoking. It was initially conceived with a single function but has evolved into a full application. The design and development of this application is unique in that it has gone through all of the major steps associated with the user centered design process. From initial product ideation, and environmental scan was conducted to explore if the idea had been used before and other salient ideas for an application of this type. After this research was conducted focus groups were performed to evaluate possible functionality. A low fidelity mockup was then designed and evaluated with a small group of potential participants. A prototype application was then developed and underwent a pilot field evaluation. The application is now fully designed and developed and is about to undergo a six-month field evaluation.

**Bill Killam** is a Human Factors Engineer with over 30 years of experience. He holds professional certification in Human Factors Engineering from the Board of Certification in Professional Ergonomics and is an active member of the American Psychological Association, the Human Factors and Ergonomic Society, the User Experience Professionals Association, and the Association of Computing Machinery. He is the president and principle consultant at User-Centered Design, Inc., a Human Factors Engineering consultancy in Northern Virginia. He is also a professor in the College of Systems Engineering and Operations Research at George Mason University, the College of Information Studies at the University of Maryland, and the School of Library and Information Science at Catholic University of America.

### From PDFs to HTML Prototypes: Making the Transition as a UX Designer

Track: *Presenting UX Findings*

Room: *Ohio*

Drawing static pictures and annotating them in a laborious, impenetrable Word document or PDF doesn't cut it anymore. The richest communication tool is to depict an actual experience in prototype form. And for the web sites and applications we work on most, no form is closer to the real thing than the real thing: an HTML prototype. Over the past two years, EightShapes has transformed its UX design practice to empower all designers – from information architects to visual experts – to utilize HTML prototypes as the leading, iterative communications device for a project. The learning curve is gentle for some, steep for others. But it's made us all better designers and more effective communicators over time. During this talk, we'll cover how our team has evolved to:

- \* Grow individual skills and establish shared practices around the process and technique of prototyping in HTML, CSS, and JavaScript
- \* Simplify the prototype startup process to generate results – and iterative feedback – quickly
- \* Judge when to prototype, as well as when to fall back and NOT prototype and instead use methods tried and true
- \* Communicate the many stories, variations, and alternative design ideas housed in a prototyped experience
- \* Utilize contemporary libraries like Foundation, jQuery, and SASS to improve speed and collaboration
- \* Curate page and component prototyping libraries specific to the established design systems of our clients

You'll leave this talk inspired by a range of techniques, assumption-bending ideas, and inspiring stories that will change your habits and improve your next project.

**Nathan A Curtis** is a founder and principal at EightShapes, LLC, a Washington DC UX consulting firm and has practiced information architecture, interaction design, user research, and prototyping for over 15 years. Through EightShapes, Nathan trained thousands of designers and developers on topics including prototyping, patterns and components libraries, and documentation best practices. Nathan's book *Modular Web Design: Creating Reusable Components for UX Design & Documentation* was published in 2009.

1:45 – 2:15 PM

### Empower Yourself: Negotiate for the User

Track: *Selling UX*

Room: *Clover*

In this upbeat talk, Carol will provide you with the most influential ideas in business and how you can use them to empower yourself and to better negotiate for the needs of the users. Being a User Experience professional requires great social skills for facilitation; working with team members, stakeholders and clients; and for making sometimes difficult recommendations. Negotiation is the most important social skill for a UX professional. We negotiate on behalf of users throughout the development life cycle. Unfortunately, many of us are not taught skills that will help us be good negotiators. This session will provide the audience with tools to become effective negotiators in their personal and professional lives.

**Carol Smith** has been negotiating on behalf of users for more than ten years. She has worked in a wide range of industries including: education, finance, government, healthcare, insurance, manufacturing and retail. Carol has a Master's degree in Human-Computer Interaction and presents at conferences regularly. She is the Customer Insight Manager at The Goodyear Tire & Rubber Company and is Vice President of UXPA. Carol enjoys spending time with her family; volunteering; and running.

### Do You Care About Your UX Career? Network Now!

Track: *Staying Fresh in the Field*

Room: *Missouri*

In UX, as with many disciplines, who you know is just as important as the job skills you possess. Networking with other UX professionals is critical to furthering UX careers. This high-level, high-energy presentation will explain how and why you should be networking with your peers both in-person and virtually through social media channels such as LinkedIn, Twitter and even Facebook. Additionally, consider becoming a volunteer with UXPA (or another UX-oriented organization). Not only can this throw you front and center into the spotlight of other UX professionals, but you are helping others to further their UX careers as well. Presentation Outline:

- \* Why does networking matter for UX professionals?
- \* Who should you be networking with?
- \* How do you network in person with other UX professionals?
- \* What's a good UX elevator pitch?
- \* Integrated networking & speed networking events what we have done at UXPA
- \* LinkedIn for UX Professionals – what makes a good UX profile, what buzz words do you include, usability of your profile, who to connect to, how to build your network, how to be helpful to others on LinkedIn)
- \* Twitter for UX Professionals – who to follow, who to follow back, how to find interesting UX tweets and people, what to tweet (professional UX items of interest, presence at UX events, broadcasting professional needs, a bit of personal too)
- \* Facebook for UX Professionals
- \* UX volunteerism and leadership – the ultimate in networking

**Cory Lebson** has been involved in user experience since 1994. He is the Principal of Lebsontech LLC, a company focused in usability evaluation and training, is the President of the DC chapter of UXPA-DC and is on the Board of Directors of UXPA-International, as the Director of Strategic Partnerships. Cory teaches national user experience workshops and is a frequent speaker at local area events and national conferences. He has an MBA focusing in marketing and technology management, as well as an MA in sociology and a BS in psychology. Find Cory at [www.lebsontech.com](http://www.lebsontech.com), on Twitter (@corylebson) and on LinkedIn ([www.linkedin.com/in/lebson](http://www.linkedin.com/in/lebson)).

1:45 – 2:15 PM

**Interaction Design for Keyboard/Touchscreen Hybrids: How Your Designs Need to Change to Accommodate**

**Track:** *Designing for the UX*

**Room:** *Anderson*

Learn how interaction design is changing in the era of “tablet transformers” and “touchscreen laptops”. When do users click or touch? How do interaction designs need to change to provide a great user experience? Using some of the biggest sites on the web built here in Washington (e.g., Marriott, Living Social, USA Today) we will reveal the strengths and weaknesses of state-of-the-art designs. In a live “UX cage match” volunteers from the audience will race to find the answer to questions using different sorts of devices (small tablet, tablet with keyboard, tablet transformer, laptop), demonstrating the unique benefits and constraints of each device type. After that we will show clips from our research revealing how current designs fall short for users of touch/type hybrids. Based on the data we collected we will attempt to answer the key UX question: How are interaction design patterns changing and how will my site need to change to accommodate the next wave of devices?

**John Whalen** has a PhD in Cognitive Science with over 12 years of User-Centered Design experience. He currently leads Brilliant Experience – a fast-growing consultancy providing brilliant user experience design, mobile apps and information visualization. John’s specialty is improving user experience using a mix of in-depth user study, business needs analysis, and expert knowledge of human vision, visual attention, memory and language. He has experience (and great stories to tell from) working with Fortune 500 clients in the financial, healthcare, ecommerce and government verticals. Prior to consulting, John was an award winning teacher and Assistant Professor at the University of Delaware and a Post-Doctoral Fellow at UCLA. John’s latest research interest is how interaction design expectations are changing with the convergence of desktop/tablet/mobile computing and click/touch/movement and voice interfaces.

1:45 – 2:15 PM

**The Note-Taker's Perspective During Usability Testing: Recognizing What's Important, What's Not**

**Track:** *Research Methods*

**Room:** *Minnesota*

In recent years, the practice of usability evaluation has blossomed and matured. This can be seen in the growing number of books, blogs, and articles being published on user experience (UX)-related topics, the number of courses being offered, the growth of UX professional societies, and the number of UX jobs being advertised. The “how to” guidance that exists focuses on case studies, tips, and best practices on designing and implementing usability evaluations, moderating skills and techniques, and analyzing data. However, there is little guidance on note-taking techniques and tips for observing and documenting the important aspects of participant behavior and “think aloud” comments during usability evaluations. Establishing such best practices and sticking to them would likely reduce variability in test results among alternative usability testing teams that have been revealed by studies such as Rolf Molich’s Comparative Usability Evaluation (CUE) series of reports. This presentation will use usability test session video clips to explore note-taking best practices, guidance, and tips. We will conduct short exercises wherein we will have the audience view video clips from usability tests, playing the role of a note-taker or client observer. We will illustrate the skills and planning necessary for effective note-taking, and discuss the pros and cons of various styles.

**Kristen Davis** is a usability specialist at UserWorks with much experience in usability testing, including remote usability testing methods. She has a master’s degree in Information Technology with an area of concentration in Human Factors from Bentley University. She has over seven years of experience with various forms of usability evaluation methods including heuristic evaluation, accessibility reviews, card sorting activities, and various types of user interviews in addition to usability testing. Kristen also has experience in visual design and system development, having developed functional prototypes for several projects. While at UserWorks she has been involved in various projects for clients in government, the private sector, and non-profits.

**Dana Douglas** is a user experience specialist at UserWorks where she has been involved in numerous usability evaluations, employing a variety of different methods, including usability testing, heuristic evaluation, survey design, and contextual interviews. These evaluations have also spanned various types of products, including Web-based applications, paper materials, and handheld devices. For all evaluations, she has been heavily involved in at least one aspect of the note-taking, whether it was actually taking notes during the sessions or working alongside the note-taker prior to the sessions as they laid out a plan for capturing effective notes. Dana has a Master’s degree in Human-Centered Computing from the University of Maryland, Baltimore County (UMBC).



1:45 – 2:15 PM

## Usable Usability Reports That Will Delight Your Customers and Amaze Your Colleagues

Track: *Presenting UX Findings*

Room: *Ohio*

The written reports of usability efforts are too often an aspect of our profession that can be characterized as the “cobblers children having no shoes.” Usability practitioners sometimes fail to appreciate that the design, format, style, and quality of writing that is exemplified by their reports may have as much impact on the recipient’s view of the work as the quality of thinking that went into the design or evaluation recommendations that are the subject of the report. This presentation will offer some ideas and tips for creating usability reports that are themselves usable to their intended audience. Of course, reports will vary greatly in their length, complexity, and formality. Spelling and grammar should be flawless. And good writing is good writing. But beyond such rudimentary expectations, this presentation will address some aspects of usable reports that are somewhat specific to usability endeavors. This talk will be illustrated with ample examples. A few of the points to be discussed will be as follows:

- Consistency is king! It will be hard for the reader to accept critiques of product design inconsistencies if the report itself is riddled with inconsistencies. For example, there should be a consistent way of denoting web pages, links, menus, and menu items that remind the reader of the distinctions among them.
- Write for your main point-of-contact’s boss, not your main point-of-contact. In deciding what knowledge to assume the reader has don’t assume you are addressing the person who already knows a lot about the subject matter. Assume you are addressing that person’s boss or boss’s boss who may need more explanation.
- Include an Executive Summary, Table of Contents, Appendices. Make it easy for the reader to navigate your report. Provide for the more casual reader who just wants the big picture as well as the team you have been working with, who wants the gory details.
- “A spoonful of sugar ...” Before delivering the bad news, write about some positive aspects of the design or test results.
- “Participants” versus “users.” When referring to the people who participated in the study, use “participants.” When referring to the people who comprise the entire population of potential users, use “users.”
- Past versus present tense. When referring to things that happened during a study, use past tense, even if those same things could still occur given the present design. Otherwise, when referring to aspects of a current design, use present tense.
- Tables and graphs in your report. Data tables and graphs in the report should be designed using the same kinds of best practices that you probably recommended for any tables and graphs in the product that the report is about. For example, for large tables of data, background shade every other row to make it easier for the reader’s eye to scan the contents.
- Naming the electronic document that contains the report.

**Dick Horst** is an experimental psychologist and user experience specialist with over 30 years’ experience in applied behavioral research and usability engineering. He is the founder and President of UserWorks, Inc., a user experience design and usability engineering consulting firm in the Washington, DC area. He has a Ph.D. in experimental psychology from Carnegie-Mellon University and is a board certified professional ergonomist (CPE).

2:45 – 3:15 PM

## Usability Issues and User Experience Evaluation of Surveys

Track: *UX of Surveys and Large Data Sets*

Room: *Clover*

The survey method of contacting customers is an all but ubiquitous way for organizations to collect information about their products, services, and websites. Unfortunately, the increases in quality have not kept up with the increases in quantity and ease of administration. Evaluating the usability of a survey from the end user's perspective is important and often neglected. Usability oversights such as inconsistent question and/or response appearance, cognitively-taxing question wording, jargon, poor navigation, and issues with terminology can be problematic and ultimately can affect data quality. Fors Marsh Group has conducted numerous surveys addressing topics including user satisfaction, quality of life, social media usage, advertising effectiveness, and personnel recruitment, across a variety of populations and research modes. In this panel discussion, we will discuss survey methodology issues and examples of specific usability problems we have encountered in some of our surveys. We will show survey items, user data, and solutions to the issues based on established usability principles.

**Jennifer Romano Bergstrom** (Ph.D. in Applied/Experimental Psychology) has been conducting quantitative and qualitative user-centered research for 12 years. She is currently a Senior Research Associate at Fors Marsh Group. She frequently conducts a variety of usability studies, including low- medium- and high-fidelity studies with eye tracking, card-sorting studies, and experimental studies. She frequently uses eye tracking, and she conducts studies that aim to improve usability testing methods. She designs and tests surveys, teaches usability courses, presents at conferences and publishes in peer-reviewed journals. In addition to UXPA, Jennifer is a member of AAPOR, HFES, ACM, STC, and APS. She has reviewed for the Journal of Experimental Psychology and the Journal of the American Geriatrics Society and for the AAAS, HFES and UXPA annual meetings. She is the Vice President of UXPA-DC.

**Ricardo Carvalho** (B.A. in Political Economy & English) is a Research Supervisor at Fors Marsh Group and been involved with survey development and execution for the last three years. He leads the team responsible for managing a national, on-going survey of youth by overseeing the survey design, mailing, sampling, and weighting strategies, and survey analyses. Ricardo's areas of research are in survey methods, user experience, nonresponse issues, and survey data analyses.

**Sarah Keaton** (M.A. in Communication Studies) has been designing and implementing large scale quantitative research for 5 years. She is currently a Senior Research Associate at Fors Marsh Group in Arlington, Virginia. Her main focus of work is this customer satisfaction and customer loyalty studies and she heads a team of analysts on large scale tracking studies for multiple government clients.

**Jonathan Mendelson** (M.S. in Public Policy & Management) has been conducting quantitative research since 2007. He is currently a Research Analyst at Fors Marsh Group, conducting market research studies on advertising effectiveness, personnel recruitment, and customer satisfaction for a variety of federal agencies. He has experience designing and implementing scientific surveys and translating data into actionable findings for clients. His research on survey methodology has been presented at regional and national conferences for the American Association for Public Opinion Research. Prior to joining Fors Marsh Group, Jonathan worked in political consulting, conducting surveys for successful Congressional and Presidential candidates in order to inform campaign strategy.

2:45 – 3:15 PM

### Iterating Awesomeness!

Track: *Agile UX* Room: *Missouri*

Get your user experience design team off the waterfall! Climb out of your cube and tear down the silos. Burn your multi-page requirements documents. Let the light shine on your creative process. Move to an agile and lean ux workflow and focus on cross-training, collaboration, and validation driven design. Iterate awesomeness! Topics Covered: What is Agile UX and Lean UX? From requirement to hypothesis Design Studio/Charette? Code Literacy, Design Literacy and Business Literacy Mentorship Validation Driven Design – Must have goal that can be validated

**Michael Jovel** has been working as an interactive developer since 2000. Michael has worked with the US Navy, University of Maryland, Legg Mason University of Chicago and Progressive Insurance. He has also been a speaker at several web and mobile development conferences and meet-up groups. When not working to make the interweb more usable he can be found at home with his wife and three kids.

### Your Design Doesn't Matter When it Can't be Implemented (and It's Not Just Technical)

Track: *Designing for the UX* Room: *Anderson*

You've used user testing or other means to design a strong interactive experience for your website. Chances are you've produced paper or other prototypes that everyone gets excited about. But sometimes these can introduce a false sense of security, since there are many factors in successful implementation. Of course there are technical issues, but we'll look at other issues to successful implementation of your UI including content, politics, metadata, and information density. We'll look at various examples, including those that you bring to the presentation.

**David Hobbs** guides website transformations, helping clients get control over these challenging undertakings. Rather than taking a tool-driven or cookie-cutter solution, David uses a pragmatic, independent, and customized approach. In particular, he looks broadly at the factors that lead to website migration success including the team, product management, content, technology, and metadata, and distills complex problems into patterns. David also helps with purely internal transformations to set up teams for better ongoing improvements. David is the author of the Website Migration Handbook <http://migrationhandbook.com> and blogs at Hobbs On Tech <http://hobbsontech.com>.

### Improving the User Experience of Emails

Track: *Research Methods* Room: *Minnesota*

In this session, Cathy will cover why we should care about the user experience of email in the first place, discuss the latest testing techniques, and review sample usability best practice guidelines when it comes to email. Case studies will also be shared.

**Cathy Zapata** is VP, Research & Customer Experience at Metrics Marketing Group. She is also the President of NEOUPA, the Northeast Ohio chapter of the User Experience Professionals Association. Cathy has over 17 years experience, specializing in the user experience and usability. Her background includes a wealth of experience in traditional market research, usability testing, usability heuristics, user research, eye tracking and conversion enhancement strategies. Cathy has been published in MarketingSherpa, About.com, UX Magazine, BAI Retail Delivery, Quirk's Marketing Research Review, has contributed to the Usability Book of Knowledge, and regularly teaches on topics of web usability and conversion strategies internationally, including Shop.org and UPA. She was a Crain's Cleveland Business Women of Note Finalist in 2011, and has received numerous awards working with her clients to improve the user experience.

2:45 – 3:15 PM

### The Next Chapter of Responsive Web Design

Track: *Design*

Room: *Ohio*

Responsive web design is a hot and important topic. But so far it has focused almost exclusively on the presentation of a web site on different size screens. Learn how to leverage five areas -- semantics, accessibility, focus management, media queries and efficiency to deliver a first-class experience to web app users regardless of the capabilities of the device they're connecting with.

**John P. Yuda** is a designer at the Consumer Financial Protection Bureau. He was a key member of the team that revolutionized government rule making by asking for feedback early and often, resulting in more than 27,000 comments about a draft disclosure form.

3:20 – 3:50 PM

### TITLE: Integrating UX into an Agile Process — Successfully

Track: *Agile UX*

Room: *Missouri*

At first blush, this always sounds like a big issue. Agile developers learn by building, which tends to make them skeptical of the value of "Big Design" up front. But the truth is that in fundamental ways, Agile and UX share a common philosophy. The UX design process of building a UI prototype and testing it with users is almost identical to an Agile iteration. UX design is intrinsically built on iteration, testing and learning from user reactions. The key to successful integration of the two lies in the structure and management of the process itself. In this session participants will learn how to:

- Design an Agile process to explicitly include UX as a key component
- Get buy-in from IT and Development teams, along with more traditionally-minded project stakeholders
- Perform essential conceptual design up front so UI integrity is maintained as the project evolves
- Use a lightweight UI process and keep it ahead of the coding so developers are never slowed down

**Joe Natoli** is the founder of award-winning Natoli Design Group and Chief User Experience Architect at Mind Over Machines. He is at the vanguard of User Interface Design, User Experience and Information Architecture, with a 20-year history of design innovation and customer successes. Joe collaborates with commercial and government clients to create intuitive and engaging experiences with software and sites. His clients include Broadridge, Condé Nast, Johns Hopkins, Lucent Technologies, Old Navy, PHH Arval, SC Johnson and others. Joe has also advised government agencies such as the National Institutes of Health, National Center for Science and Engineering Statistics, and the Department of Homeland Security. Joe has served as an adjunct professor at the Maryland Institute College of Art (MICA) and the University of Baltimore since 1992. He has written numerous articles about the roles design and technology play in business success for publications including Fast Company, HOW, SmartCEO and other

## Steps to Design a Better Survey

Track: *UX of Surveys and Large Data Sets*

Room: *Clover*

Usability professionals often rely on surveys to collect data. Sometimes the surveys are part of a usability test, sometimes they are on their own. We often develop these surveys ourselves, and it is important to be sure that the survey is constructed well. Poorly written surveys can result in frustrated respondents and poor data. In this presentation, we will discuss best practices for constructing surveys to help you get quality data you can use.

### The Process

*Step 1: Decide What You Really Need to Know.* Your survey should focus on the issues you really want to address. It is tempting to include questions that “might” be interesting. However, when surveys are long or appear to ask unrelated questions, respondents can get bored or frustrated. One way to control the length of the survey is to think about how you will use the results. Walk through your data to determine how you will perform all your analyses. We will discuss a few strategies for identifying unnecessary questions.

*Step 2: Write the Questions Following Best Practices.* In this section, we will present some best practices designing questions. For each best practice, we will present examples of poorly designed questions, and ask the audience to identify problems and possible solutions. We will then provide recommendations for addressing the problems based on research in survey design. Some examples of the best practices we will address include the following:

Avoid double-barreled questions. Some questions group different topics together and ask for a single answer, but respondents might not logically group the topics together. We will discuss how to identify and correct double-barreled questions.

*Design your scale appropriately.* We will discuss a number of issues related to scales, including how many options you have and whether to number the options.

*Consider ratings versus rankings.* We will define the differences between ratings and rankings, and explain the advantages and disadvantages of each.

*Consider alternatives to agree/disagree questions.* There can be problems with asking people to agree or disagree with a series of statements. We will share the research and present some alternatives.

*Step 3: Test the Survey.* Every survey should be tested to be sure that the questions are easy to understand, that the survey flows logically, and that you are getting the data you need. We will describe Cognitive Interviewing, a common method for testing surveys. It is similar to usability testing, but focuses on the participants’ experience completing the survey and their interpretation of the questions.

### Conclusion

In this presentation we will provide practical guidance for writing surveys to collect feedback on usability topics. We hope that the attendees will learn some useful strategies.

**Jean E. Fox** has been a Research Psychologist at the Bureau of Labor Statistics for 14 years. At BLS, she conducts usability engineering activities for a variety of development projects. Her role is to plan, coordinate, and execute the usability methods used by the teams, working with the team to best fit usability work into their schedule. She earned her Ph.D. in applied experimental psychology from George Mason University. She earned her Master’s degree in Human Factors Engineering from Virginia Tech, and a Bachelor’s degree, also in Human Factors Engineering, from Tufts University. She is currently a member of the Usability Professionals’ Association, the Human Factors and Ergonomics Society, and ACM SIGCHI, and she has presented at each society’s annual conference.

**Scott Fricker** is a research psychologist at the Bureau of Labor Statistics with more than 15 years experience designing and testing survey questions and instruments. He has a Master’s in Social Psychology from the University of California, Santa Barbara and a PhD in Survey Methodology from the Joint Program in Survey Methodology, University of Maryland. In addition to expertise in cognitive interviewing and other qualitative research methods, Dr. Fricker has published on topics ranging from survey mode effects, interviewing techniques, respondent burden, and the relationship between nonresponse and measurement errors in surveys.

3:20 – 3:50 PM

### Keeping It All in the Family: Developing Style Guidelines for Suites of Applications

Track: *Designing for the UX*

Room: *Anderson*

Many enterprises grow organically, with diverse product lines managed by different teams who may be geographically dispersed. How does an organization "brand" itself and ensure consistency across its family of apps while leaving in flexibility to accommodate different contexts of use? A common pitfall when developing style guidelines is to assume that "branding" chiefly means a logo, font, and set of colors. But visual design goes deeper than that, and an app's user experience is also an indivisible part of the brand. It's about both the look AND the feel. Drawing on our experiences designing applications for enterprise clients, we will discuss the development of style guidelines that speak to both visual AND interaction design as key components of the user experience. We will explore how the principles of user-centered design can inform a product or organization's brand identity and how that identity may be documented to inform future design and development phases.

**Rachel Sengers** is an Interaction Designer at Design for Context, a Washington DC-based user experience design firm that designs usable software, web-based applications, and web sites for clients in a variety of industries and in the Federal government. She has designed the user experience for diverse transactional web applications such as accounting systems, call centers, learning management, and network administration. She is an expert in the design of easy-to-use task screens, specifying the details of the user interface, and creating interaction designs for applications that are configurable and permission-driven. Rachel has worked at all stages of the user-centered design process, including gathering requirements, prototyping, visual design, user testing, Section 508 compliance, and production. She has a graduate certificate in Information Design from the University of Baltimore.

**Lesley Humphreys** is an Interaction Designer at Design for Context. Recent projects include creating wireframes and design recommendations for the workflow routing and review/approval features of a patent system, redesigning a web-based repository of international tax policy information, and leading the team that developed an interactive tool for interior designers to visualize decorative glass in various settings. Previously, she led the team that won the WebAward and the ADDY Award for the design of the Baltimore Museum of Art web site. Lesley is the co-founder and organizer of Baltimore Parlay, a user experience and information architecture salon and networking group. She has a graduate certificate in Information Design from the University of Baltimore.

### The Use of an Unmoderated, Online Usability Testing Service to Test a Website

Track: *Research Methods*

Room: *Minnesota*

Our organization has found unmoderated, online usability tests to be a great addition to our usability toolbox. In this type of testing, participants are recruited via a web site, they are given a set of tasks to complete, and their computer screen and voice are recorded. We then review these videos and code them for success/failure, time to complete tasks, and other common usability metrics. The online system also allows us to collect responses to open-ended questions. This presentation will discuss the advantages and disadvantages of this type of testing in the context of a test of the effectiveness of several styles of drop-down navigation menus on a website. We will show several sample videos to demonstrate the strengths and weaknesses of the unmoderated approach to testing.

**Brandon Kopp** graduated from Ohio State University with a Ph.D. in social psychology. He began working as a Research Psychologist in the Office of Survey Methods Research at the Bureau of Labor Statistics in 2010.

3:20 – 3:50 PM

### Optimizing User Experience Across Devices with Responsive Web Design

Track: *Design*

Room: *Ohio*

With the extremely fast rise in the use of mobile devices in recent years, companies are starting to realize that ignoring mobile web users is no longer an option. Many have chosen to provide a stripped-down version of their desktop site to mobile users, on the assumption that mobile users only want or need to use a small subset of the features available to desktop users. But as more and more people are turning to mobile as their primary or only means of accessing the internet, it's becoming clear that mobile users' needs aren't so straightforward. At the same time, attempts to create a simplified version of a website for mobile users often make it clear that the full website is too complicated, cluttered, and difficult to navigate. But there is a solution. By designing from a mobile-first perspective, and using responsive web design to create a site that responds to the device on which it's being viewed, you can provide all users with a quality experience across screen sizes and devices, without having to create and maintain separate websites.

**Clarissa Peterson** is a freelance web designer & user experience consultant, specializing in mobile strategy and responsive design. Before setting out on her own, she spent 10 years at various nonprofit organizations and government agencies, doing everything from front-end development and user experience design to content strategy, online marketing, and project management. With this diverse set of skills, she is able to blend an innate ability to see how things could work better with the solid technical background needed to turn ideas into reality. Clarissa is a member of the User Experience Professionals Association and the Interaction Design Association.

3:55 – 4:25 PM

### Application UI Design with Large Data Sets

Track: *UX of Surveys and Large Data Sets*

Room: *Clover*

This session will discuss the arising need to present and handle large data sets through application UI in various scenarios across industries such as advertising, finance, and healthcare. These scenarios include but are not limited to:

- Data reporting and analytics
- Dashboard design
- Batch operation automation
- System performance delay handling

Based on the scenarios above, the presentation will be focused on describing the general principles for application UI design with large data sets. Then it will introduce common techniques used in typical scenarios with many examples from the presenter's past experience.

**Cathy Lu** is a user experience designer working with one of the largest advertising networks in the country. Everyday she works to simplify the increasingly complex advertising business in the UI design, and to provide the advertisers, publishers, and partners we work with a coherent and valuable experience with our products. Before this job, she had experience in the consulting industry and also worked at one of the leading digital agencies. Cathy's educational background is in HCI and Computer Science. She has lived in the DC metro area for the past five years. In her personal time, she enjoys movies, visual arts, doing outdoor stuff, cooking, reading, and meditation.



3:55 – 4:25 PM

## Bringing User Centered Design and Scrum Together – The Ultimate Agile Approach

Track: *Agile UX*

Room: *Missouri*

Over the past years, many discussions on the differences and similarities between user-centered design and Scrum have taken place. Many practitioners argue that these two cannot co-exist. However, in order to understand how to achieve the benefits of both methodologies, it is best to recognize what they share in common: an iterative approach to problem solving while focusing on user's needs – this is where Scrum and UCD can work brilliantly together. The Agile approach embraces change and calls for inspecting and adapting to situations regardless of the framework. When organizations try to adopt these methodologies “by the book,” they are lending themselves to failing in marrying these two instead of getting the best of both worlds. This panel will discuss and build knowledge around how to integrate these two methodologies successfully. The panel will explore ideas and best practices for UX designers, information architects, product owners, project managers and developers to cohesively work together and embrace the best of Agile.

**Susana Esparza** is a Senior Consultant in the Web and Mobile practice at Celerity. She has significant experience managing and coordinating web solution projects from ideation through implementation and testing. Her expertise combines a solid technology background with strong knowledge and understanding of business needs and requirements. Susana has been successful in many roles including project management, business analysis, systems analysis and quality assurance. She was first exposed to Scrum in 2006 and since then embraced the “Agile way.” Throughout the years, she has helped numerous project teams define the Agile framework that works best for their initiative understanding the complexities and differences between projects and organizations. She holds a MS in Information Systems Technology and Bachelors in Computer Science & Business Administration.

**Jason Kolatis** is Senior User Experience Designer for Celerity. He is responsible for establishing the user experience vision that drives the design and development of Celerity's Web and Mobile Practice including offerings, methodology and client relationships. He provides strategic leadership around all aspects of user experience design and user centered design. With years of experience in web technologies and consulting, Jason helps drive innovation in design, usability, information architecture, content management and rich internet applications. Jason graduated with a Master's of Science in Information Systems Technology from The George Washington University and a Bachelors of Science in Information Management and Technology from Syracuse University. He has served such government and commercial clients.

**Jennifer T. Sharp** is the Director of Design and UX at PBS (Public Broadcasting Service), America's largest public media enterprise. She offers 20 years of experience leading design processes, projects, teams and departments in corporate, non-profit and in government. Jennifer's passion and interest in refreshing current processes in creative thinking and catching the wave of the new normal has lead her to successfully build efficiencies and creative ways for optimizing means for revenue, while harnessing and sustaining the soul and wonder of an organization.

**Philip Usatine** is the VP of Software Engineering at Scripps Networks. Phil has taken several exciting, large-scale web and mobile products from cradle to grave - often in the digital media industry. Phil is currently leading the next generation social platform build-out for Scripps web properties. His extensive experience deploying innovative web and mobile technologies and building world class technology products has made him an expert at scoping and defining the business needs, and executing multi-million dollar programs with cross-functional teams to deliver the right products. Scripps Networks Interactive has become the leader of lifestyle-oriented content across many media platforms including television, digital, mobile and publishing. They are known for brands such as: HGTV, DIY Network, Food Network, Food.com, Cooking Channel, Travel Channel and Great American Country (GAC).

3:55 – 4:25 PM

### Designing the Gov 2.0 UX

Track: *Designing for the UX*

Room: *Anderson*

Gov 2.0 has the opportunity to revolutionize government through citizen-public servant partnerships. With various announcements and initiatives including the Open Government Partnership, a global affair, and several US, UK, and other initiatives are feeding momentum. Exciting, right? So what could go wrong? Regardless of what country you call home, the strategy and approach have more commonalities than differences. Understanding how to approach gov 2.0 design is as important as actually designing an experience that citizens and public servants alike will love. In this talk you'll get the best of both, with gov 2.0 rock star examples and one-hit wonders from around the world.

**Kate Walsler** creates user experiences that people enjoy. For the past 14 years, she's worked with many different organizations - large companies, government agencies, non-profits - to figure out what users need and want, and design for that. She's designed and tested with different media, from web to mobile to voice and natural user interfaces. Her expertise spans user research, strategy, wireframing and prototyping, building and testing, and accessibility (i.e., Section 508 compliance, W3C Web Content Accessibility Guidelines).

### So You Think You Can Moderate? Techniques to Enhance Your Moderating Skills

Track: *Research Methods*

Room: *Minnesota*

Being an effective moderator is one of the most important skills a user experience researcher can master. In this session you will learn the do's and don'ts of moderating user research studies. This highly interactive presentation will demonstrate moderating techniques and will include plenty of audience participation. The session will also include Q&A time with an opportunity to ask questions of veteran moderators. Whether you are a seasoned moderator or a first-timer this session is for you.

**Andrew Schall** is a seasoned user experience researcher with well over 1,200 hours of moderating user research studies. He has performed research with diverse populations from toddlers to senior citizens, from episcopal priests to patent lawyers. Andrew is currently Director of User Experience at SPARK Experience Design, a UX consulting firm in Rockville, MD. He received a M.S. in Interaction Design & Information Architecture from the University of Baltimore and is currently pursuing a Ph.D. in Human-Centered Computing at the University of Maryland, Baltimore County.

3:55 – 4:25 PM

## A Site For All Eyes—Considerations for Responsive Design

Track: *Design*

Room: *Ohio*

.net Magazine chose Responsive Design as #2 on its list of Top Web Design and Development Trends for 2012. While advances in technology have always brought significant issues to interaction design, we are now faced with our greatest challenge to date. How do we design a single computer-based application with equivalent user experience that is to be accessed on significantly different form factors—computers, tablets, smart phones, and those to come?

The issues of responsive design go beyond differences in screen size and resolution. Different form factors represent different interaction styles, user controls, and interface design standards. We will look at the current state of discussion for responsive design and provide considerations for the interaction design community that will keep us on the forefront of this advancing technology. Our session will address:

1. Why responsive design has become so critically important.
2. The flexible grid.
3. What's all this fuss about media queries?
4. Behavioral considerations.

**Dori Kelner** is co-founder and managing partner of Sleight-of-Hand Studios LLC, providing creative direction and management, and leading the studio's consulting, branding and design practices. As a designer, business analyst and project manager, she brings analytical thinking to creative solutions, clarifying purpose, mission and audience needs within visual communications strategies. Her 30 years of experience provide a framework for the strategic alignment of organizational objectives with user experience requirements. Dori is a member of ASAE, the Drupal Association, and the User Experience Professionals Association, as well as an active participant in DC Web Women. Dori holds a BA from Cornell University and an MS in information management from the University of Maryland University College.

**Bill Killam** is a Human Factors Engineer with over 30 years of experience. He holds professional certification in Human Factors Engineering from the Board of Certification in Professional Ergonomics and is an member of the American Psychological Association, the Human Factors and Ergonomic Society, the User Experience Professionals Association, and the Association of Computing Machinery. He is the president and principle consultant at User-Centered Design, Inc., a Human Factors Engineering consultancy in Northern Virginia. He is also a professor in the College of Systems Engineering and Operations Research at George Mason University, the College of Information Studies at the University of Maryland, and the School of Library and Information Science at Catholic University of America.

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*

Room: *Clover*

Paper surveys differ from phone and Internet surveys in that users are immediately able to gauge the length of the survey and the burden required to fully complete it. Hence, they may selectively respond to questions in order to obtain incentives, or to complete what they determine to be “enough” of the survey to fulfill their obligation. Examining questions individually, or even certain groups of questions together, may obscure how respondents are reacting to the visual representation of questions (e.g., grids vs. individual questions) both as they approach the question(s) and thereafter. More specifically, respondents refusing to answer questions (i.e. blanks) can be highly problematic, as these present severe challenges for interpretation. In this presentation, we will visually showcase how users behave within a survey from start to finish, focusing on questions refused/left blank. We present a visual mapping of these refusal patterns with the goal being to improve survey design by easily identifying problematic areas and understanding how users are experiencing a survey. The tool allows us to see whether users are dropping off at certain points (and perhaps returning later), skipping certain types of questions or pages in the survey, and to test how we can help reduce burden so users are more likely to fully complete a survey. We demonstrate this tool and its potential for uncovering such findings through a Department of Defense paper survey mailed to 50,000 youth ages 16 to 24 in the latter half of 2011. In it, we show how grid questions can affect respondent behavior, and we hypothesize reasons behind certain perceived skip patterns based on usability principles.

**Ricardo Carvalho** (B.A. in Political Economy & English) is a Research Supervisor at Fors Marsh Group and been involved with survey development and execution for the last three years. He leads the team responsible for managing a national, on-going survey of youth by overseeing survey design, mailing, sampling, and weighting strategies, and survey analyses. Ricardo’s areas of research are in survey methods, user experience, nonresponse issues, and survey data analyses.

### Playing AGILE/UX Rugby in the U.S. Courts

Track: *Agile UX*

Room: *Missouri*

Things could not get any worse after hearing from users, stakeholders and rogue developers about how much they hated the system, then upper management in an effort to speed up the development process decides to convert a waterfall project into Agile. As the first Sprints happened, workflows were established and designs were approved the UX team found a perfect opportunity to situate themselves in a position to drive the entire software development cycle. Even as upper management threatens to pull the plug and a fast encroaching launch deadline looms, The UX team's deliverables breathes hope into the project, wins the confidence of it's worst critics and gains respect for the profession of UX. This presentation will chronicle 6 easy steps to implement a strong presence for any UX team in software development with real life anecdotes, design artifacts, illustrating principles from contemporary UX literature and the personalities and culture of this UX team. Find out what will make people who feel alienated and cagy want to talk to you and share valuable insights about the project. Discover how to win over those giving your team a harder than usual time. See when to make the strongest allies for your team and to negotiate and concede while sticking to your design roots. Position your team's efforts literally in the front of the software development cycle by owning certain tangibles.

**Luis Daniel Rodriguez** grew up in Ecuador, South America and now lives and works in Washington D.C. He received a B.F.A. in Graphic Design and Illustration from the University of Florida and has completed graduate coursework in film and screenwriting. He has worked for the last 10 years as an interaction designer and web developer in various online startups, U.S. government agencies in the Washington D.C. metro area and higher education institutions. He is an expert in PHOTOSHOP, HTML5, CSS3, jQuery and NODEJS. He has worked in RAPID/AGILE environments since 2006.

4:30 – 5:00 PM

**Birds, Bears and Bees: Optimal SEO for Today's Search**

**Track:** *Designing for the UX*

**Room:** *Anderson*

In February of 2012, Google began launching the Panda Update (bears), the first of many steps away from a link-based model of relevance to a user experience model of relevance. This bearish focus on relevance use algorithms to determine a positive user experience focused on click-through (does the user select the result), bounce rate (does the user take action once they arrive at the landing page) and conversion (does the landing page satisfy the user's information need). Content and information design became the foundation for relevance. Sadly, no one at Google told the content strategists and information architects about their new influence on relevance. In April of 2012, Google followed up with the Penguin update (birds), a direct assault at link building, a mainstay of traditional search engine optimization. The Penguin algorithm evaluates the context and quality of links pointing to a site. Website found to be "over optimized" with low quality links are removed from Google's index. Matt Cutts, the public face of Google, summed this up best: "And so that's the sort of thing where we try to make the web site, uh Google Bot smarter, we try to make our relevance more adaptive so that people don't do SEO, we handle that..." Sadly, Google is short on detail about how they are handling SEO, what constitutes adaptive relevance and how usability professionals, information architects and content strategists can contribute thought-processing biped wisdom to computational algorithmic adaptive relevance so that searchers find what they are looking for even when they do not know that that is at the outset of their search. This presentation will provide a brief introduction to the inner workings of information retrieval, the foundation of all search engines, even Google. On this foundation, I will dive deep into the Bs of how to optimize Web sites for today's search technology: Be focused, Be authoritative, Be contextual and Be engaging. Birds (Penguin), Bears (Panda) & Bees: Optimal SEO will provide insight into recent search engine changes, proscriptive optimization guidance for usability and content strategy and foresight into the future direction of search.

**Marianne Sweeny** wants to bridge the gap between the people who use search engines and those who develop them. She accomplishes this by illuminating how information retrieval systems work in clear, understandable language for non-propeller-heads and human information behavior for the propeller-heads. Understanding the technology and the behavior patterns behind the users will bring us all to a more effective search experience. Marianne is a Search Strategist and information architect at Portent Inc, an internet marketing agency based out of Seattle, Washington. Prior to joining Portent Interactive, Marianne had her own consulting company, Daedalus Information Systems. Marianne was the Director of Search Services for Ascentium, a digital agency headquartered in the Pacific Northwest, where she built the search marketing and optimization practice from the ground up. She developed a fondness but not aptitude for coding while a Web producer at Microsoft for 7+ years.

4:30 – 5:00 PM

**Eye Tracking: How the Mind Utilizes Its Eyes**

**Track:** *Research Methods*

**Room:** *Minnesota*

Perhaps the most important reason eyetracking will play an ever more crucial role in UX is that our eye activity is driven by our brains. The old cliché that our eyes provide a window to our minds is well substantiated physiologically and cognitively. By providing insights to brain activity, monitoring eye activity has significant potential to help programs interact with people in more naturally human ways – both in general program design and in on-line human interaction. This discussion summarizes the physiological and cognitive processes underlying the brain’s control of the eyes, which provides the foundation for using eyetracking in UX.

**Dixon Cleveland** is President and Chief Technical Officer of LC Technologies, Inc. He is one of the foremost authorities on eye tracking and the physiology of eye movement in the world. Author of many papers and awarded 8 patents in this field, he is the chief developer of the image processing hardware and software used in the Eyegaze System. He has 26 years of experience in developing signal and image processing systems for instrumentation, man-machine and electronic-warfare applications. His key strength is an ability to analyze complex systems and develop computerized signal processing procedures to infer critical information from measured signals and images. Mr. Cleveland has a bachelor’s degree in Electrical Engineering from the Massachusetts Institute of Technology and has done postgraduate work in Business Management from George Washington University.

**Jon West** is the Director of Marketing and Opportunities for LC Technologies located in Fairfax, Virginia. Over the last five years, he has directed company development efforts for several companies in the Washington DC metro-area, ranging from financial investment firms to high tech engineering companies. LC Technologies is passionate about building the world's best eye tracking hardware and software solutions. Founded in 1986 with the goal of creating an unobtrusive human-computer interface that will revolutionize the way humans interact with computers and devices, LC now operates in 40 countries. Their eye-tracking systems are hands-off, unobtrusive, remote human-computer interfaces that provide highly accurate gaze point prediction.

## Responsive Design, Adapted

Track: *Design*

Responsive design is a hot topic these days and the idea is gaining traction, not just amongst creative and magazine sites, but across the digital spectrum, from major enterprise to e-commerce sites. But the very premise of this approach - mobile first and progressive enhancement - suggests a completely fresh slate to begin with. The harsh reality, though, is that few of us are starting completely from scratch, and in most cases, responsive design projects start with an existing desktop version in place. How then, do we follow the principles of responsive design to deliver a truly device-agnostic experience? This presentation will take you through an adapted approach to responsive design that is most appropriate when the desktop version already exists. Attendees will have the opportunity to participate in a content prioritization exercise and gain hands-on experience in developing responsive design templates.

**Dara Pressley** is a User Experience Architect with over twenty years of professional experience in the graphic industry and more than fifteen years working with web technology. Dara Pressley's major focus is to incorporate business goals with user requirements to create holistic interactive designs. She specializes in both optimizing designs for mobile/handset platforms and responsive designs for integration all platforms. Dara has worked on many types of design projects, including: large scale media companies, large e-commerce sites, government, medical, and educational projects. Many of these projects required areas of expertise in: user research, competitive analysis, content strategy, user testing, and patterns of user behavior.

**Lindy Roux** has over 15 years of experience defining, creating and managing engaging digital experiences that resonate with required audiences, driving conversion and helping to meet stated business goals. Her expertise includes user research and analysis, business analysis, content strategy and user experience design. She has worked on a broad range of projects, including enterprise-level websites, ecommerce sites, experiential microsites, online communities, integrated campaigns, mobile applications and email and social media programs, and has experience in a number of verticals, including retail, telecommunications, healthcare, banking, insurance, pharmacy, travel, property and food.