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CONFERENCE SCHEDULE

8 AM - 9 AM

Registration

9 AM - 9:15 AM

Welcome

9:15 AM - 10 AM

Mobile & UX: Inside the Eye of the Perfect Storm

Spool

Room 1 (Ballroom)

**Tree Testing & the Future of Browsing E-Commerce Sites:
A Case Study and Discussion**

Wolf

Room 2

Boldly Going Where No UX Has Gone Before

Kriegel

Room 3

**Don't Ride the Roller Coaster: Concrete Tools to Create Lasting
Design Awareness in Your Organization**

Vermette

Room 4

10:15 AM - 11 AM

Beyond Gamification: Designing Behavior Change Games

DiTommaso

Room 1 (Ballroom)

But I Don't Have A Portfolio

Stetson

Room 2

Whirlwind Tour of Mobile Usability Testing Apps & Services

Hanumolu

Room 3

Studio Axioms: The Unvarnished Truth About Starting & Running a Software Design Studio

Sonin

Room 4

11:15 AM - 12 PM

Storytelling the Results of Heuristic Evaluation

Barnum

Room 1 (Ballroom)

Designing for People Who Struggle with Reading & Attention

Strothman

Room 2

Cozy Up to Content

Young

Room 3

Presentation Skills for Designers

Abaroa

Room 4

12 PM - 1 PM

Lunch

1 PM - 1:45 PM

Reader-Centered Design for Health Communication

Pomerantz

Room 1 (Ballroom)

Mobilize: Make Good Things Come in Small Packages

Story

Room 2

My iPhone or Yours? Usability Testing on Mobile Devices

Pardi

Room 3

Interaction Patterns: NOT Your Average Design Patterns

Rondeau

Room 4

2 PM - 2:45 PM

Conducting a Summative Study of EHR Usability: Case Study

Engdahl

Room 1 (Ballroom)

**Design Studio: A Method for Idea Generation, Critique
& Iteration**

Connor

Room 2

**Under(standing) the Influence: Design Implications &
Opportunities for Behavior Change within Digital Networks**

Avore

Room 3

Designing for Education: an iPad Case Study

Davis

Room 4

3 PM - 3:45 PM

Delivering Results: How Do You Report User Research Findings?

Mistry

Room 1 (Ballroom)

Decisions, Decisions! Designing for Decision Making

Roller

Room 2

Best practices for Defining, Evaluating & Communicating Key Performance Indicators (KPIs) of User Experience

Yang

Room 3

Designing Innovative & Engaging Tablet App User Experiences

Munzer

Room 4

3:45 PM - 4:15 PM Break

4:15 - 5 PM

#EpicFail! A/B Test Results vs. UX Best Practices

Rice

Room 1 (Ballroom)

On the Move with Mobile Users: Using Innovative Design & Test Techniques to Create athenahealth's Mobile Electronic Health Record App

Rushford

Room 2

How User Experience Evolves in a Company - A New Look at UX Maturity Models

Buttliglieri

Room 3

The Evolution of Agile Methods & User-Centered Design: A Research Study

Ledoux

Room 4

5:15 PM - 6 PM

It Ain't Easy Bein' Pleasy - Evangelizing UX for Your Personal Brand & Your Business

Bouchard

Room 1 (Ballroom)

Character Creator: Seeing Audiences Take Shape

Chisnell

Room 2

Ethnography for Usability Practitioners

Karis

Room 3

Are You Designing Your Professional Relationships?

Zollers

Room 4

6:15 PM - 7 PM

Cocktails

 **Mobile & UX: Inside the Eye of the Perfect Storm**

Jared Spool

The world of web application design is expanding at a rapid rate. We're now expected to design great experiences across a huge variety of platforms, from small screens to large displays. The flood of iPad applications and successful online businesses are showing our executives that design matters.

Why is all this happening now? Where is it all going? UIE's own Jared Spool will show you how four driving forces — market maturity, the emergence of experience, Kano's model, and Sturgeon's Law — are increasing the visibility and value of design in organizations everywhere. He'll show you what the next generation of design teams will look like and how you'll get there.

Jared Spool

Jared Spool is the founder of User Interface Engineering, the largest usability research organization of its kind in the world. If you've ever seen Jared speak about usability, you know that he's probably the most effective and knowledgeable communicator on the subject today. He's been working in the field of usability and design since 1978, before the term "usability" was ever associated with computers.

Jared spends his time working with the research teams at the company, helps clients understand how to solve their design problems, explains to reporters and industry analysts what the current state of design is all about, and is a top-rated speaker at more than 20 conferences every year. He is also the conference chair and keynote speaker at the annual UI Conference and Web App Masters Tour, and manages to squeeze in a fair amount of writing time. He is author of the book, *Web Usability: A Designer's Guide* and co-author of *Web Anatomy: Interaction Design Frameworks that Work*.

Tree Testing & the Future of Browsing E-Commerce Sites: A Case Study & Discussion

Kelly Wolf & Tim Harter

With the development of a brand new B2B retail website and a growing assortment of products being added to the Staples website, we had the opportunity to revamp our traditional navigational hierarchy. Starting with a whole catalog card sort, our research evolved into a labeling study, interviews with product merchants, and multiple iterations of tree testing.

This session will present how we took our basic narrow, deep hierarchy of 'Office Supplies', 'Technology', 'Furniture', and morphed it into a much broader, shallower hierarchy including 17 top level categories.

In the first half of this session participants will hear about ...

- How we managed a 400+ product card sort
- How we determined what our customers were calling our products
- Our philosophy behind renaming our top level categories
- Why we built an in-house tree testing tool
- Our methodology for deploying studies, determining success measures, and iterating
- How we got buy in from our company and deployed our learning's across business units
- What happened after the new hierarchy went live on Staples sites
- Our plans for future research and enhancements to our in-house tree testing tool

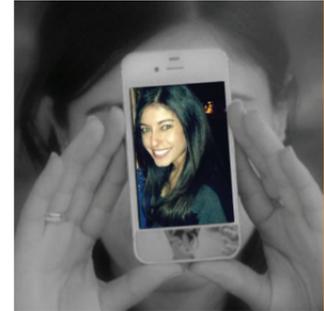
In the second half of the session we'd like to include the audience in a discussion about ...

- What they think of the work we've completed to date
- What their next steps would be if they were in our position
- Whether building a better browse experience is a worthwhile endeavor given the dominance of search behavior on the Web
- How the use of mobile phones, tablets, and Windows 8 may impact the way we think about designing user experiences to help customers navigate through complex product hierarchies

Kelly Wolf

Kelly Wolf is a Usability Project Manager at Staples with 3 years experience managing and executing usability activities for Staples.com. One of her most notable projects has been the redesign of Staples taxonomy, which she has worked on with her co-presenter Tim Harter. Along with conducting the research, she also led the effort to build an in-house tree testing tool for Staples.

She holds an MBA from the University of Massachusetts Dartmouth where she was granted a scholarship to work in the Center for Marketing Research.



Tim Harter

Tim Harter is a Senior Usability Manager at Staples with 8 years experience managing and executing usability activities for Staples.com and Staples' Contract Division websites. Over this time, Tim has provided usability support and guidance for major redesigns of Staples.com in both 2005 and 2011 as well as the recent launch of a new Staples' Contract Division website in 2011. In the last 3 years, Tim has partnered with his co-presenter Kelly Wolf to conduct extensive taxonomy research in a proactive effort to revamp and rethink the way products are organized on Staples' websites.

He holds a Masters Degree in Information with a specialization in Human-Computer Interaction from the University of Michigan, Ann-Arbor.

 **Boldly Going Where No UX Has Gone Before**

Jeremy Kriegel

Congratulations! You're the first UX on a team or even in a company. They've heard the buzz. They recognize that they have a problem and you have been brought in to make things better. It is very exciting but introducing change can also be daunting. Where do you start? How do you get buy-in from your new team? How do you change behaviors?

In the past 15 years, I've worked for well over a dozen companies, both as an employee and as a consultant. For the majority of these, I've been the first UX person the team has worked with. In this talk, I'll examine what techniques I've found to be successful and where I've experienced challenges. This will be useful both for lone designers working with new teams as well as established designers looking to expand the scope of work they are currently doing.

Jeremy Kriegel

Jeremy Kriegel has been designing great user experiences (UX) for 15 years. Just as we need to understand the needs and context of users to craft a design solution, Jeremy believes that success also requires us to look at the business context to craft an appropriate design process. From start-ups to Fortune 100 companies, as a consultant or on an internal team, he has seen a lot of different scenarios that each required their own approach. He brings this diversity of experience to bear in adapting UX to agile methodologies, finding the balance appropriate for each business. Currently, Jeremy leads the UX team at Cambridge Interactive Development Corp, the company behind Everest Poker and the Everest Gaming suite.

Don't Ride the Roller Coaster: Concrete Tools to Create Lasting Design Awareness in Your Organization

Joan Vermette & Christina Persson

In order for UX to take its rightful place in your organization's efforts, you can't treat your organization's process as if it were a roller coaster, passively riding its hills and valleys. For knowledge and appreciation of design to increase in your organization, it has to come from you. Transparency about the creative process, respect for the all of the disciplines on your team, meeting your team where it is and being flexible about your methodology, and committing to communicating about design and usability in as many channels as available and at every opportunity — these qualities will help your organization consistently create unique and amazing user experiences that last.

So ... how do you do that? By using the principles of flexibility, transparency, integration, communication and respect, you can solve many sticky problems. For instance, if your team calls for a focus group, don't roll your eyes but figure out how you can get what user intelligence you need through that exercise. Drawing with your stakeholders gives them an eye opening view into the creative process. Develop real partnerships with your team — figure out where your skills and responsibilities overlap with each of them, and use that commonality to help build and stretch their knowledgebase. Over-communicate with your team — and recognize that that includes listening, too; over-listen — find out what their needs are, their challenges: just as we do with end-users. And overarching these principles is respect for your fellow teammates: this is easy to do with you click with them, but harder if you don't, or you aren't sure what value they bring to the effort.

Following on and extending their international conference talk on Design Process, Joan and Christina will use real world situations to show these principles at work and give you concrete tools you can use to clear the path for design and usability in your organization and create lasting cultural change.

Joan Vermette

Joan Vermette has 14+ years as a UX designer/manager, nearly all of it as a charter member of the design group at Fidelity Investments for which she was instrumental in creating design process, standards, and their component library. After two years as a consultant, she's joined the Mad*Pow team as an Experience Design Director. She's interested in design process and how to sustain organizational learning about design over time. Joan has a BA in Cultural Theory from Brandeis University.

Christina Persson

Christina Persson has researched, designed, and user-tested hardware, software, mobile, and web apps. She is an experience design director at Mad*Pow. She loves creating user experiences that makes peoples' lives a heck of a lot more enjoyable, and partnering with clients to meet their business objectives. Christina holds double BFAs from Carnegie Mellon University in Industrial Design and Human-Computer Interaction, and continues to actively participate in the larger design community.

 **Beyond Gamification: Designing Behavior Change Games**

Dustin DiTommaso

Playing games is the prototypical example for an intrinsically motivating activity and motivation in healthcare is a pivotal issue. Each year, billions of dollars are spent to move our behaviors in a healthier direction to avert crisis such as obesity, diabetes, cardiovascular disease and other costly and painful afflictions. Leveraging the motivational dynamics of gameplay to energize and sustain people through behavior change is a challenging yet profound solution. In this talk, we'll double-tap into behavior change strategies and map them to techniques game designers use to motivate, engage and reward players to create an effective and playful approach to structured behavior change conventions. Attendees will learn how to craft a delicate balance of challenge and reward, competition and social support, goal setting, meaningful feedback, graceful failure and setback support with behavior change interventions that combine to form a powerful model for lasting, positive change.

Dustin DiTommaso

Dustin DiTommaso has spent nearly a decade chasing the perfect blend of form, function and meaning while designing mobile and social applications, cross-channel experiences, behavior change support systems and customer engagement models. He currently tackles wicked problems as VP, Experience Design at Mad*Pow and has created products, platforms and strategies for a host of top-tier clients in the health, finance, education and technology sectors. Dustin's work has been recognized by Yahoo!, Macworld, MITX, New York Festivals and the Boston Phoenix. He has taught advanced typography and publication design at the Chamberlayne School of Design and is an active member and lecturer in a number of industry communities including Habit Design Boston, Quantified-Self and the Interaction Designers Association.

 **But I Don't Have A Portfolio**

Jacqueline Stetson & Barbara Millet

Does this describe you? You've been doing UX for at least a decade. You've been hard at work creating "engaging", "powerful", and "streamlined" experiences. You've never really had to look for a job. You've decided to get your resume out there and everyone is asking you for an online portfolio. What do you do? Perhaps you've been a researcher doing ethnographic studies and usability tests. You don't have a website you can point someone to. Your deliverables are reports, presentations, or email responses. Or maybe you've worked on internal applications or products that are still in development. You've signed Non Disclosure forms and can't legally show your work. Or maybe you are a hiring manager and are faced with a lot of resumes but no proof the candidates can do what they say they can do.

Our session will go through some strategies you can do when faced in this situation.

- Resume: How to write a resume that describes methodologies, skillsets, and deliverables.
- Portfolio: How to scrub a portfolio for digital sharing
- Portfolio Websites: What to put on them and who are some vendors
- Tests: How to provide a deliverable you can look at

The last part of the session will be reserved for brainstorming with the audience on strategies other folks have done.

Jacquelin Stetson

Jacqueline Stetson is the Director of User Experience at Zumba Fitness.

Barbara Millet

Barbara Millet is a Senior Human Factors Specialist at Motorola and a User Experience professor at Texas Tech University.



10:15 AM - 11 AM



Room 3



Whirlwind Tour of Mobile Usability Testing Apps & Services

Vijay Hanumolu

Ok, you have been asked to go off and research how to design/architect a mobile user experience. After the initial excitement and learning all about mobile UX, you decide to jump head-on and start designing. Then comes the realization, how are you going to test the designs in context of a mobile device? Do you have to package everything in an app or is there a way to test preliminary designs? What tools are available? Which works for what Mobile OS? When to use a particular tool? Can, we, designers use it without developer help?

In this session we will discuss various testing app/methods/tools/services available specifically for Mobile, for which OS, when to best use them during design process, cost associated with some of the tools, and what are pros & cons of each of them.

Conceptual Design

- Paper prototyping (stencils)

Detailed Design

- Got 5 min?
- Adobe device central
- Adobe Shadow
- Bjango Skala (view PSD on MAC to iOS devices)
- Liveview
- Brute force
 - Email the image to yourself, download it to the device, and view it

App Testing

- TestFlight
- Brute force
 - iOS - provisioning profile, UDID, distribute .ipa file
 - Android, turn on debug option, download app via web browser, and install app directly.
- Blueprint for iPad

User Testing

- TestFlight
- Tobii / Looxcie cam
- Mr. Tappy

Services

- Flowella
- AppCooker
- Apphance (iOS, Android, WinMo)
- mobileusertests (paid user testing \$\$)
- Crowd sourcing services
 - crowdflower
 - mturk.com

Others

- proto.io (iOS, Android)
- Responsinator

Attendees will be able to get a good understanding of the available tools, where to apply, what is available for different mobile OS's (iOS, Android, WinMo,) and what the advantages of using certain tools over others. Time and equipment permitting I will demo couple of tools as we talk about them.

Vijay Hanumolu

At Mobiquity, Vijay oversees the UX efforts of a number of projects, participates in strategy engagements and business development. He has 12 years of experience working in User Centered Design, Human Computer Interaction, Mobile, Tablet, Web & Software application development, International user research, consulting, and product management. Prior to joining Mobiquity, Vijay was the Lead Interaction designer at Kronos Inc., where he designed and oversaw successful launch of Kronos's award winning Mobile and Tablet product solutions. Vijay also led UX/UI effort at Oracle's North America Consulting division where he was focused on designing B2B, B2E, B2C solutions for large enterprises like Verizon Wireless, CANTV, Nissan Financial Services, Nstar and various healthcare and Utility companies.



10:15 AM - 11 AM



Room 4



Studio Axioms: The Unvarnished Truth About Starting & Running a Software Design Studio

Juhan Sonin

When looking back on his life, Noel Coward famously commented, “Work was more fun than fun.” Great design studios provide a work opportunity that can be happy, rewarding, and even fun. But it isn’t easy: just calling yourself a design studio isn’t enough. An exceptional studio — one that rocks in its creation, environment and even that boring business stuff — takes a lot of work.

From the uncertainty and anxiety of Starting, to the gut check of actually Surviving, to Sculpting that great company, to finally Singing, is an art and a science. Join Juhan Sonin

for 45 bombastic minutes and learn about how he created multiple successful design studios, and now heads up the software design studio, Involution Studios.

A few studio axioms include:

Talk to God

The Positive No

Drive, Don't Watch

Small Bets

Great Companies Code

From Protons to Galaxies

Hire Smarter Clients Than You

Who First, Then What

Brutal Honesty

Transparency + Openness

Juhan Sonin

Juhan Sonin is an emeritus of some of the finest software organizations in the world: Apple, the National Center for Supercomputing Applications (NCSA) and the Massachusetts Institute of Technology (MIT). He has been a creative director for almost two decades with his work being featured in the New York Times, Newsweek, BBC International, Billboard Magazine and National Public Radio (NPR). His designs have enjoyed installations throughout Europe and the United States.

Juhan is a recognized expert in design for health, process management, and information visualization, providing consultation to the U.S. Department of Health and Human Services and the Department of Defense. He is also a lecturer on design and rapid prototyping at the MIT.



Storytelling the Results of Heuristic Evaluation

Carol Barnum

This interactive talk focuses on the UX tool of heuristic evaluation (or expert review) and best practices for designing and reporting the results of this review. Audience members will be prompted to share their experiences in conducting reviews and reporting them. A straw poll will indicate how many follow a standard set of heuristics and how many do something else. Discussion of the whys and why nots will set the stage for focusing on how to report the results. A brief walk through the evolution of reporting from the checklist to the narrative will be reviewed with examples from reports to prompt audience stories of their process and its effectiveness. New UX practitioners and students, as well as seasoned veterans, will have the chance to defend their approach or perhaps be persuaded to change.

Carol Barnum

Carol Barnum is director and co-founder of the Usability Center @ Southern Polytechnic (Atlanta, GA) and professor of Information Design. She teaches the heuristic evaluation method to her students and conducts evaluations for clients. Over time her reporting process has evolved. She has written about how to use this tool and report the findings in her latest book *Usability Testing Essentials: Ready, Set ... Test!* (Morgan Kaufmann, 2011).



Designing for People Who Struggle with Reading & Attention

Julie Strothman

Imagine you're almost done with your taxes — but you're ravenous and the smell of Indian food is wafting through your window, your electricity is randomly turning off for 30-second blips, and the neighbor's infant is incessantly scream-crying. How successful will you be finishing your taxes?

This session will include simulations so you can get a sense of reading as a low-decoder, and of completing web-based tasks when you lack the ability to filter out distractions and/or struggle with short-term memory. We'll observe usability test session video clips of some of the obstacles introduced by interface design choices. You can't design

effectively for low literacy and attention disorders if you don't understand how these issues affect people as they try to work online. We will look at good and poor design implementations of forms, touch and ajax interactions, search interfaces, and layout choices. Come to this session and improve your design for as much as 15% your audiences.

Julie Strothman

Julie Strothman is a user experience and project manager at Green River, an agile rails agency that builds web apps for education, health, and the environment. Prior to her work at Green River, Julie managed user research at Landmark College, a two-year college for students with learning disabilities and attention disorders. At Landmark, her work included NSF-funded projects to broaden participation in computing among under-represented groups. Julie's current challenges include ensuring agile processes truly include real user feedback in each design iteration. Strothman works to expand the range of data sources we use to improve design, and ensure accessibility is a guiding principle for all we create.



11:15 AM - 12 PM



Room 3



Cozy Up to Content

Dana Young

Content is the new black. In fact, some people have called it the new interface. Yes, it is a crucial component to any successful design project, but in reality it is the interplay of content and interface design that can make or break an experience. So how do you go about it? Some people design with lorem ipsum. Some people just start writing. Neither of these is quite right. That's because it's not about what comes first — design or content — it's about working together to tell the best story, truly collaborating.

Sure, we all love the word collaborative, but it's not always easy to take two distinct disciplines with very different approaches and mesh them together. In this presentation you'll learn some successful techniques for integrating content into the research and design process and vice versa, tips on how to avoid common pitfalls and some surefire strategies to end the baton hand off once and for all. We'll use a recent project as an example of how you too can embrace an inclusive process that yields powerful results.

Dana Young

From 140 characters to 140 pages, if you can read it, Dana can write it. As a Senior Content Strategist at Mad*Pow, Dana leverages an arsenal of tools to help clients create actionable content strategies. From helping companies craft a consistent tone and voice, to ensuring every word on the page has meaning and purpose, she has the inherent ability to listen to business and brand initiatives and translate them into content that captures clicks.

Prior to Mad*Pow, Dana nurtured the online brand for the SmartStap App for independent hotels. She grew their online engagement 10 fold via blogs, social media and carefully-crafted messaging. At the Seaport Hotel, she wrote content for a site redesign that garnered a 300 percent increase in conversions.

Dana holds a M.A. in Journalism from New York University and a B.A. in comparative literature and communications from Clark University.



11:15 AM - 12 PM



Room 4



Presentation Skills for Designers

Fred Abaroa

Got a killer idea you want to get your friends and colleagues excited about? Want to convince management they should grow your design team? Need to get a new project through the red tape? Or are you just ready to take over the world?

In today's corporate world, most positions involve making presentations — to clients, colleagues, or management. And, just as a book is often judged by its cover, we are — more often than not — judged by how we say things rather than what we say. Presentation is more than simply standing at a podium and running through a series of PowerPoint slides. It is about engaging the audience and presenting your ideas in a clear, concise and persuasive manner. A persuasive presentation should change the emotional state of the audience so they believe and feel a decision must be made ... right now.

Come join Fred Abaroa for this exciting hands-on workshop as he imparts the presentation skillz you need to motivate and incite your audience to act, and to get them to think and feel differently as a result of your words.

You'll learn about:

- presenting a positive image
- understanding your listener(s)
- organizing content from the listener's point of view
- eliminating "overkill"
- controlling nervousness
- eliminating monotone and boredom
- using visual aids effectively
- body language of both you and your audience

Fred Abaroa

Public Speaker, Promoter, Networker, UX Designer, Marketing Imagineer and Corporate Trainer. Fred Abaroa has been delighting audiences for over 20 years. He worked on projects for such companies as Pepsi, ABC News, Philips Lighting, General Mills, Nabisco, State Of Maine, Georgia, Minnesota, Michigan, California and Wisconsin, Disney, Yahoo, Yamaha, Hilton Hotels, Oakhurst, Hannaford, Kraft Foods, Lego, BankNorth and Idexx. Fred received a patent for Web browser detection and default home page modification device and was instrumental in winning two EXPLOR Awards.

Reader-Centered Design for Health Communication

Sarah Pomerantz, Molly McLeod & Mel Choyce

Both public and private institutions are using the Internet and other Web-based tools to streamline the delivery of health information and connect people and services in exciting new ways. Yet the transition to online health information and services poses a unique set of challenges for Web users with limited health literacy skills or limited experience online. For many of these users, the Web is stressful and overwhelming — even inaccessible. Much of this stress is not the fault of the user, but rather the result of overly complex health content and poorly designed websites.

We know that users with limited literacy skills are searching for health information online:

- Millions of Americans have a hard time reading. As many as 1 in 2 U.S. adults have limited literacy skills.

- Even more Americans — as many as 9 out of 10 — have limited health literacy skills. This means they have trouble understanding complex health information.
- According to recent data, 8 out of 10 of Internet users have searched for health information on the Internet.

As more health information and services move online, developers and usability professionals must find new and better ways to communicate health information to the public. When considering literacy (how well our users can read, understand, and use on-line health information), user-experience professionals must ask:

1. What words are going to be the most effective?
2. How can visual design best support these words?

In 2010, the U.S. Department of Health and Human Services (HHS) released Health Literacy Online (edited by CommunicateHealth co-founders), a research-based, how-to guide for designing health websites and online content for the millions of Americans with limited literacy skills and limited experience online. The guide provides evidence-based strategies to help answer the above questions, including the development of actionable and engaging content and the creation of designs and functionality that are intuitive and easy-to-use. Health Literacy Online also outlines methods for conducting usability research with people with limited literacy skills.

The presenters have designed and tested health websites and interactive tools using the

strategies outlined in Health Literacy Online. The presentation will include examples and case studies, with a focus on content developed for audiences with limited health literacy skills. Key topics will include:

- Choosing labels for Web navigation that fit your users' mental models
- Deciding who to “write for” when your content must serve multiple audiences
- Finding and selecting appropriate Web fonts for your content
- Effectively combining typefaces on a page to support your content
- Placing content on the screen to make use of natural visual hierarchies

Sarah Pomerantz

Sarah Pomerantz is a usability analyst with over six years of experience working with editors, graphic designers, and technical staff to develop user-centered health communication products. She is a skilled researcher with experience designing protocols, recruiting participants, and facilitating studies such as focus groups, card sorting exercises, and usability tests with diverse audiences — including adults with limited literacy skills and limited English proficiency as well as with public health professionals.

Molly McLeod

Molly is the creative director at CommunicateHealth, and has over nine years' experience with Web site design and maintenance, including visual design for federal Web sites. She provides knowledge of federal usability standards and best practices and is skilled at translating usability data into visual reports and recommendations. Molly holds a bachelor's degree in graphic design with a specialty in typography.

Mel Choyce

Mel Choyce is a talented web and graphic designer. She has over six years of experience working with fellow designers, developers, content architects, and project managers to create user-centered web interfaces and graphics. She has a keen eye for forward-thinking, elegant design, and strives to create designs that all people can effectively understand and use.



1 PM - 1:45 PM



Room 2



Mobilize: Make Good Things Come in Small Packages

Lissa Story & Claudia Wey

How did we squeeze a feature-rich desktop program into a lightweight mobile app? In our case study we'll talk about redesigning desktop features for a mobile OS:

- The process we used to choose the essential tasks to support in our app
- How those tasks influenced which UI elements of the existing desktop program the app needed
- How we found ways to reduce the drawbacks of mobile devices

We'll also discuss the additional challenge we had: our app does computations in the cloud. We'll cover the UI feedback we provided to mimic the snappy performance of local apps. We'll include how we made dropped connections invisible to our users. You could use our process for any desktop program that you're moving to a mobile app.

Exercise:

Attendees will have an opportunity for small group discussions and report-outs on the following topic: With our process as a guide — and using an example of a relatively complex, but relatively familiar program (TBD, perhaps a spreadsheet or project planning program) — What functionality would you choose for the example program on a smart phone and why?

Who Will Benefit:

Anyone thinking about porting a desktop or web app or site to a mobile app. This session presents a case study and a process of how to approach the project.

Lissa Story

Lissa Story manages a team of user experience specialists working on web projects at MathWorks. Her 18 years of usability experience ranges from web sites and applications to Nuance's speech recognition software to Microsoft Money. Lissa has been working on mobile UI design since 2009. She has a BFA and a Master's in Technical and Professional Communication with a focus on UI design.



Claudia Wey

Claudia Wey is Principal Usability Specialist at MathWorks. Claudia's main responsibility is to guide the design of the next generation of MathWorks applications, primarily around the MATLAB product family. Claudia has over 13 years of experience in interaction design. Claudia has designed numerous product interfaces for commercial software, mostly desktop applications. Before joining MathWorks Claudia was the User Interface Design Manager for think3, Inc., designing interaction for 3D CAD applications for over 6 years. Her goal is to understand the principles of human machine interaction and to apply such principles to the development of new interface technologies. Claudia graduated from Pisa University with a degree in Computer Science where her thesis was on experimental robotics and computer vision.



My iPhone or Yours? Usability Testing on Mobile Devices

Lis Pardi & Kate Lawrence

We design for mobile, but how do we test to make sure we're creating the right mobile experiences? Can we just alter our traditional usability labs to accommodate mobile? What devices do we test? How do we recruit? Should our users be iPhone experts?

After several months of trial and error two researchers are ready to share what they've learned so you can skip to the fun part — testing mobile websites and apps. Through their work on mobile sites they have tested paper prototypes, prototypes on devices, and competitor sites in informal hallway testing and formal lab testing using mobile phones and tablets. They have tried documenting with everything from a note pad to a laptop with recording software and have settled on a mode of research that helps them get the usability feedback they need while providing the user with a comfortable and realistic testing atmosphere.

Participants in this session will:

- Learn how mobile recruiting is different from non-mobile recruiting
- Observe the possible pitfalls of prototype testing on a phone
- See the equipment combinations and iterations the researchers went through to get to their current testing set-up
- Find out the best places for mobile testing
- Get an overview of mobile usability testing theory and which of those theories are actually used in practice
- Leave with a plan to evolve standard research techniques to suit today's wireless life

The presentation will include live demos of the mistakes the researchers made and hope to help you avoid.

Lis Pardi

Lis Pardi (@LisPardi) is a usability researcher and user interface analyst at EBSCO Publishing. She earned her MS in Library and Information Science from Simmons College in 2010 and immediately set to work organizing the internet. She has worked on interfaces for games, retailers, and research databases. She typically talks about the ways in which libraries will remain relevant in a paperless future.

Kate Lawrence

Kate Lawrence has been creating and researching user experiences for over 15 years. She's worked in every part of the process — information architecture, interaction design, prototyping and user research — to increase usability in the travel and health care industries. She is currently a senior usability researcher at EBSCO Publishing.



1 PM - 1:45 PM



Room 4



Interaction Patterns: NOT Your Average Design Patterns

David Rondeau

Design patterns too often represent the low-level details of a design: the controls, interactions, and widgets. They're useful for these low-level details, but not for the more important and complex structural problems of a system. After all, typical design patterns only show what someone else has designed — they don't teach you HOW to create a holistic, well-structured design.

Interaction patterns are different because they focus on structure, interaction, and flow, not low-level design details. At InContext Design, they're a critical part of our design process. In this talk, I'll define Interaction Patterns and using real world examples, I'll illustrate some of their benefits:

- Reveal significant design problems by analyzing the structure (or lack of structure)

- Understand new design paradigms before incorporating them into your design
- Get out of a design rut and open up thinking — by understanding structure in different domains
- Provide a solid foundation and shared understanding of the design, including a clear way to communicate structure, not just UI, to key stakeholders

This presentation will be valuable to interaction designers, interface designers, UX designers and non-designers alike — anyone involved with the process of creating products that have a user interface.

David Rondeau

David is the Design Chair at InContext Design and has 20 years of design experience that spans graphic, visual, and interaction design. He oversees design at the company, provides design expertise and training to project teams, and coaches clients in the Contextual Design process. He has worked on software, web, mobile, and consumer products across a variety of industries — including medical, financial, legal, enterprise, IT, automotive, sports, entertainment, and collaboration. His areas of expertise include paper and interactive prototyping, interaction design patterns, and helping others understand interaction design. He's interested in the structure of interaction design, how to make “good” design decisions through clear design thinking, and improving how we communicate about design.

Conducting a Summative Study of EHR Usability: Case Study

Kris Engdahl

At last year's conference, a group of us explored the complexity involved with evaluating the usability of Electronic Health Records: The wide range of user profiles and characteristics, a seemingly infinite number of tasks, and challenges in obtaining realistic data while respecting HIPAA regulations. In December, the Usability team at athenahealth conducted a summative usability study. In this Case Study, the presenter will discuss how the team navigated the challenges of summative EHR evaluation to conduct this study. Topics include task selection, recruiting, metric selection, logistics, and lessons learned.

Kris Engdahl

Kris Engdahl is a Usability Manager at athenahealth, where she conducts user research and usability studies to support athenaNet applications and services. Prior to athenahealth, Kris worked as a consultant at the Bentley University Design and Usability Center and as a usability practitioner at Oracle Corporation. She holds a Master of Science degree in Human Factors in Information Design from Bentley University.

Design Studio: A Method for Idea Generation, Critique & Iteration

Adam Connor

The generation and exploration of ideas is a critical early step when designing products and services. The work done in this stage of the product's lifecycle will help set a path for its future. It will also begin to solidify the problems and challenges the new product will and will not address. But trouble often arises at this early stage for a number of reasons:

- teams may lack an effective structure or process for generating ideas, falling back on the non-descript “brainstorm” session
- various members of the team, beyond just the design team, may have their own ideas for the product

- there isn't an efficient structure in place for capturing, evaluating, and eliminating ideas
- new constraints and requirements emerge as concepting progresses
- and more ...

The Design Studio is a method for idea generation, evaluation, refinement and even elimination. It takes place in a collaborative, fast paced, interactive environment that leads to a shared understanding of the product, the problems it will address and how it will address them.

Attendees of this session will be introduced to the Design Studio structure and its origins, the reasoning behind it, and its additional benefits as well as advice for planning and using it. I look forward to sharing this method with you. It's been a major component in the process I and my teammates use to approach new projects and can have long lasting benefits not just on quality of work, but on relationships and other collaborative opportunities.

Adam Connor

Take a background in Computer Science, Film and Visual Design. Add 10 years of Experience Design. If you're lucky, you'll get the unique design perspective that Adam brings to many of Mad*Pow's digital product design and strategy projects as an Experience Design Director.

Adam never gets tired of explaining why collaboration and critique are critical elements of the design process. He frequently speaks to audiences about those topics and writes about them and other aspects of design on his blog at <http://adamconnor.com>. When not working on a design project, Adam can be found spending time with his family, working as an independent illustrator and artist, collecting toys, or building with a pile of Legos.



2 PM - 2:45 PM



Room 3



Under(standing) the Influence: Design Implications & Opportunities for Behavior Change within Digital Networks

Chris Avore

Every day we are bombarded by attempts to influence our behavior. Whether the influencers are our friends and co-workers, marketers, or governments, the choices we make are often not exclusively of our own determination. This presentation will examine — and question — our understanding of how peer influence changes our behavior in online social networks, such as Twitter, Facebook, Path, and even workplace intranets. Following a brief but focused review of relevant social psychological thought and sociological theories, we'll try to make sense of mainstream and academic research that at times seem contradictory.

The primary focus of the presentation will then turn to strategies and approaches when designing to influence others. We'll explore ethical questions of influencing behavior, such as the characteristics of someone's capability to be influenced and correlation and causation to determine if such a person really was influenced by another. We'll also scrutinize social capital within networks and its link to influence, and review why reach, amplification, and frequency of sharing may be red herrings when identifying influencers. Moreover, we'll propose methods to quantify influence and how to measure whether people in those networks are being influenced. Much of the presentation will reference screenshots and live examples of attempts to design for influence. Throughout the presentation, we'll review implementable tips and strategies designers can use when they want to — or are expected to — instigate change in the users of their digital products. Audience demonstrations will help reveal and crystallize key themes of influence and why many marketers may be missing valuable opportunities to connect with their customers. A bibliography will be available for interested participants.

Chris Avore

Chris Avore is a product designer and information architect for NASDAQ OMX in New York City. He has examined influence, social capital and social interaction design themes as a practitioner and a student to inform his work developing applications, products, and services for a variety of contexts, channels, and audiences. He has facilitated his UX Show and Tell workshops across the world at conferences and community events. Chris is a former board member for the UPA New Jersey.

Designing for Education: An iPad Case Study

Amanda Davis & Vignesh Krubai

Tablet technology is widely touted as the next wave in education. Last year, many school districts shelled out hundreds of thousands of dollars for the new technology. With hundreds of educational-focused applications available in the iTunes or Google Play stores, one may assume that these applications are superior to the traditional methods. Educators cite the engaging and motivational benefits of the iPad and other technologies in student learning. With this question in mind, a team of researchers at Bentley University compared the engagement benefits from traditional paper-based books and a tablet interactive text application “Inkling.” Participants explored this new interactive textbook — Inkling — and the same content in a traditional paper textbook. The case study explored the pros and cons in moving beyond traditional education methods.

For our research, we worked with higher education students who owned and used an iPad regularly. We gauged their emotional engagement in the education activities — or ‘homework’ assignments — throughout the sessions. We obtained their emotional engagement data by combining SMI’s eye-tracking technology with Affectiva’s Q-Sensor galvanic system measurement gloves and Microsoft Product Reaction cards. Using this technology, we were able to pinpoint the moments in which students had an emotion response (engagement) with the tasks. At the end of each session, we discussed the qualitative aspects of the interactions, including participants’ expectations and experiences using the iPad and traditional paper textbook to complete the tasks.

Our hypothesis was that the iPad interactive reading technology would be more engaging to students and consequently be a better tool to aid their education. In our presentation at the UPA Boston Conference, we will present the sometimes contradictory findings from our case study. We will make recommendations based on these findings for designers — for both traditional textbooks and digital textbooks to keep in mind. We will also explore several open questions our field must tackle as we continue to migrate educational materials to digital forms.

Amanda Davis

Amanda is a candidate for a M.S. in Human Factors in Information Design at Bentley University. She is currently working as an User Experience Associate at the Design and Usability Center in Waltham and an Associate Scientist at Charles River Analytics.

Vignesh Krubai

Vignesh is a full-time student at Bentley University and is pursuing a MBA+MS dual degree with a concentration in Human Factors in Information Design. He is currently working as a Research Associate to Roland Hubscher at Bentley University.



3 PM - 3:45 PM



Room 1 (Ballroom)



Delivering Results: How Do You Report User Research Findings? [Panel]

Bob Thomas, Eva Kaniasty, Steve Krug, Dharmesh Mistry, Carolyn Snyder, Jen McGinn & Kyle Soucy

The long, textual written report is dead, isn't it? So how do you deliver your findings to your clients? Is it PowerPoint? An email? A spreadsheet? Post-it notes? And what do you include? Positive findings? Screenshots with callouts? Just issues? Or recommendations as well? Are they prioritized?

If you ask our panelists, some of us have developed templates that we use and modify for each research activity, and others change the deliverable based on the activity and client.

Each panelist will spend 5 - 10 minutes showing you their typical deliverable(s), and then we'll open the floor for audience Q&A.

Moderator

Bob Thomas Manager of User Experience, Liberty Mutual

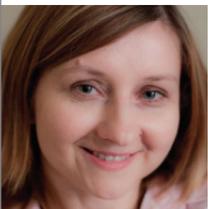
Panelists

Eva Kaniasty Founding Principal, RedPill UX
Steve Krug Founding Principal, Advance Common Sense
Dharmesh Mistry Usability Specialist, Acquia
Carolyn Snyder Founding Principal, Snyder Consulting
Jen McGinn Principal Usability Engineer, Oracle
Kyle Soucy Founding Principal, Usable Interface



Bob Thomas

Manager of User Experience, Liberty Mutual



Eva Kaniasty

Founding Principal, RedPill UX



Steve Krug

Founding Principal, Advance Common Sense



Dharmesh Mistry

Usability Specialist, Acquia



Carolyn Snyder

Founding Principal, Snyder Consulting



Jen McGinn

Principal Usability Engineer, Oracle



Kyle Soucy

Founding Principal, Usable Interface



3 PM - 3:45 PM



Room 2



Decisions, Decisions! Designing for Decision Making

Colleen Roller

A prospective customer is perusing your website, comparing the products and services you offer. You designed the site to make it easy for him to buy. But did you design the site to make it easy for him to choose? People won't buy if they can't choose, and they won't choose if they can't decide.

Research shows that decision making is a highly malleable process, and that people's preferences are not nearly as firm as we might believe. Decision outcomes are actually largely contingent on the environment or context in which those decisions are made. From a website design perspective, this is huge. It means that the design of the website has a critical impact not only on usability (which is what designers typically pay attention to), but also on how people decide. Decisions lead to actions, and user actions drive the bottom line. This is why it's critical to design for decision making.

In this fascinating research-based presentation, we'll look at:

- Specific decision strategies that people use
- Examples of how the design influences people's decision strategies, and ultimately, their choices
- How to design for decision making to achieve website objectives

This presentation will benefit anyone who has an interest in how to effectively achieve website objectives. You'll walk away with a fresh perspective on the importance of user decision making and why it matters for website design.

Colleen Roller

Colleen Roller, Decision Architect and Usability Engineer with Bank of America, has over ten years of experience in making websites easy to use. Her primary interest is in Decision Architecture — designing websites for user decision making that increases customer satisfaction and achieves business objectives. She is a published writer on this topic, with articles appearing in UXmatters, UX Magazine, and the QRCA Views Magazine. She has also presented to corporate audiences such as Bank of America, Fidelity and VistaPrint, as well as for UPA and as an invited speaker at Bentley University. She is forever fascinated with the workings of the human mind, and with the art and science of designing for it.

Best Practices for Defining, Evaluating, & Communicating Key Performance Indicators (KPIs) of User Experience

Meng Yang

Measuring user experience in a quantitative way has been on the rise in the user experience community in recent years. Quantifying user experience using KPIs has turned out to be a good way to communicate and negotiate usability problems with product development team, product management team and especially business stakeholders to elevate the importance of usability.

In this talk, we will discuss the following best-practices in the IBM Lotus user experience team, and would also like to have interactive discussions with other fellow user experience professionals:

- List of most useful user experience KPIs at both task-level and system-level
- Gathering KPIs through various user research methods, including not only large-scale unmoderated usability testing or surveys, but also small-scale usability testing, predictive human performance modeling (CogTool), and complexity analysis
- Applying standard questionnaires such as SEQ (Single Ease Question), SUS (System Usability Scale) and NPS (Net Promoter Score) for benchmark comparison
- Focusing on core tasks and top usability issues

Meng Yang

Meng Yang is a user experience researcher within IBM Lotus, and she joined IBM after getting her doctoral degree in Information & Library Science from University of North Carolina at Chapel Hill in 2005. Since then, she has conducted user experience research work on various products including Lotus Notes, Lotus Sametime and most notably IBM Connections, the now market leader in enterprise social software, which she has been working on since its infancy.

During the past two years, she has been fascinated with user experience measurement and lean product development. Her new mantra is: if you cannot measure it, you cannot improve it.



3 PM - 3:45 PM



Room 4



Designing Innovative & Engaging Tablet App User Experiences

Mark Munzer

Tablets, such as the iPad, present new design challenges and opportunities for UX design professionals. This presentation will explore the unique design considerations of tablet applications, including interactions through touch gestures and the expectations of users for engaging experiences with compelling graphics and transitions. In addition we will explore the design challenges and some unique solutions for making these user experiences more intuitive and usable for both novice and advanced users. Lastly, we will discuss some of the UX processes and specific considerations related to tablet applications (including items such as high fidelity prototyping and usability testing on iPad). The presentation will include a mix of lecture/slide show along with lots of iPad app demonstrations and Q&A.

Mark Munzer

Mark Munzer is Director of User Experience for Peoplefluent, a world-class provider of talent management solutions. After spending years designing web based applications, Mark and his team spent the last year designing, prototyping, and conducting usability studies on Peoplefluent's mobile talent management suite for iPad. Peoplefluent's mobile user experiences have earned praise from industry analysts and users alike.





#EpicFail! A/B Test Results vs. UX Best Practices

Susan Rice & Kirk Doggett

If you design a flow, you're going to include a progress indicator, right? If you have a button, you're going to specify where it takes the user, right? Well, don't tell the thought leaders we told you this, but it really does depend! At Vistaprint, we are constantly running "Mega Split Run" tests (i.e., A/B testing on steroids!). We balance these test results with site metrics and user-centered design principles to inform our design decisions. Some UX best practices have been validated for our customers, while others we flat out ignore — we'll share examples of how tried and true usability best practices aren't always the right answer. Our discussion will highlight some of the takeaways that brought us to this conclusion. We'll ask the audience to compare notes on collective experiences, hypotheses and expectations around design performance. Finally, we'll discuss how we balance site performance testing with user centered design activities as a whole, including usability research and testing. This presentation will be a lecture format with some audience participation.

Susan Rice

Susan Rice leads global UX design at Vistaprint. Last year, she created the User Experience Center of Excellence to provide a single force in driving user experience strategy at Vistaprint. For over 10 years, Susan has accumulated a wealth of user centered design experience at Vistaprint, Staples, PowerSteering Software and Workscape. She holds a B.A. in Psychology from UC Santa Barbara and M.S. degree in Human Factors in Information Design from Bentley University. This bio would be less stuffy if it weren't for her busy schedule and crazy kids.

Kirk Doggett

Kirk Doggett leads global UX research at Vistaprint. With a background in art and psychology, he has 20 years of experience in interaction design and usability research for education, training and ecommerce. The multivariate testing capability was one of the reasons Kirk joined Vistaprint in 2003, where site design changes are split-run tested, and significant winners roll out to become the new “control.” Split-run data provides concrete and relentless evidence of design innovations and failures that sometimes contradict UX conventions and best practices.”





4:15 PM - 5 PM



Room 2



On the Move with Mobile Users: Using Innovative Design & Test Techniques to Create athenahealth's Mobile Electronic Health Record App

Kaden Rushford & Tobias Hauner

In this talk, two User Experience colleagues will share the design process and iterative research methods used to deliver the mobile experience for physicians using electronic health records, keeping them connected to their patients wherever they are. They will review how they were able to capture mobile usability data from 40 healthcare professionals in 3 days. They will also share early prototypes, usability research findings and all the mistakes they learned from during the process. By attending this talk, conference goers

will leave with examples of how to conduct mobile usability research, produce actionable insights, and ultimately improve the experience of their products. These burning questions will be answered:

- What mistakes did we make — and learn from — during the process?
- How can you bring usability studies to your users attending conferences?
- How important is usability research and what can interaction designers and developers get out of it?
- How did one interaction designer build a high fidelity prototype of a mobile app for a complicated web application?
- How did we translate complex screens with hundreds of pieces of patient data onto a small mobile device?

We hope you can join us.

Kaden Rushford

Kaden Rushford is a Usability Manager at athenahealth where he conducts user research and usability studies to support the user experience of their cloud-based electronic medical record and practice management products. Kaden is a human factors professional and accomplished usability researcher with 10 years experience and a graduate certificate in HCI from Tufts University.

Tobias Hauner

Tobias Hauner is a Senior Interaction Designer at athenahealth where he leads the design of the patient portal and mobile products. He has 12+ years experience creating delightful and beautiful solutions to solve business problems. He has a Masters Degree in Integrated Marketing Communications and New Media Arts from Emerson College, where he was also an instructor.

How User Experience Evolves in a Company - A New Look at UX Maturity Models

Rich Buttiglieri

User experience design involves many skill sets and methods but companies don't always have staff with the right expertise or placed in dedicated user experience roles. This puts product designs at risk, especially in competitive markets. In an effort to advance user experience design to minimize taking risks with design, several maturity models were published that explain the different phases of corporate UX maturity.

I have surveyed several user experience maturity models, identified the most important information, enhanced with my own experiences and simplified the delivery using a light hearted, easy to understand metaphor — an evolution scale. Each evolution level defines

what methods are typically used, who typically does “design” at that level and most importantly what is needed to evolve to the next level.

This infographic is a valuable tool to educate different development teams where they are in the user experience spectrum as well as outline what they need to do to evolve. It also helps to educate executives to set realistic expectations that this is a process that takes time (we can't all go from zero to Apple) and to help gain their support by plotting your competition on the same scale.

Rich Buttiglieri

Rich is the Director of Design for Pearson Education where he oversees design for all higher education technology products. He has worked in companies both large and small over the last 20+ years and held roles ranging from QA, developer, designer, usability/ux researcher, manager, consultant and now director. He has worked on everything from large, complex desktop applications used by tens of millions, to web applications ranging from banking and credit card account management, sales force software, and online gaming. He has also worked on mobile devices, medical products for consumers and medical products for medical professionals. Due to this breadth of experience he has been a judge of many prestigious product design competitions like IDSA's Innovations Award at CES (6 years), HFES' User Centered Product Design Award (5+ yrs), Appliance Design, and Mobile Internet World design competition.



4:15 PM - 5 PM



Room 4



The Evolution of Agile Methods & User-Centered Design: A Research Study

Michael Ledoux & Terry Skelton

Intense competition, volatile markets, and rapidly changing technologies have driven companies to challenge long-standing product development practices and replace them with new ones. Agile is replacing the waterfall and similar traditional plan-driven project models in many organizations. User-centered design professionals have responded to the agile revolution by reviewing their own best practices, questioning well-established UX conventions, and experimenting with new work flow models in an effort to integrate their services within the various agile methodologies now available to product development teams. Integrating agile methods and user-centered design, two processes that once stood alone, is a risky change to any company's operations. This presentation addresses

that risk and its corporate implications by examining the business impact on a fast-growing green tech company that introduced both the agile methodology known as scrum and a young, burgeoning user experience (UX) department simultaneously. By employing structured interviews of product development team members, analyzing documentation from company archives, and conducting authorized observations of agile work sessions, we present a unique inside view of how one company strove to revolutionize the way it makes its products. Our findings raise new questions about what it means to be an agile UX professional, how scrum's sprint planning and ceremonial activities impact UX operations, and how the integration of agile and UX have changed the culture of the company.

Michael Ledoux

Michael Ledoux has over 20 years of user-interface development experience as a software engineer, information architect and as a user-experience designer. He has worked for IBM, BMC Software, Varian, Aclara Software, was the Manager of User Experience at EnerNOC (during his agile research study), and is currently an Associate Creative Director at Sapient. Michael has contributed articles, presentations and research to the user experience community over the years. He is also active with Bentley University's graduate program in Human Factors in Information Design, from which he received his Masters degree.

Terry Skelton

Terry Skelton teaches in the MS in Human Factors in Information Design program at Bentley University. He holds a doctorate from the University of Michigan at Ann Arbor. His research interests include user-centered design, project management, quality management, and managerial communication. He has presented his research work internationally at such conferences as the International Project Management Association (IPMA) in Rome, Italy; the R&D Management Conference in Bremen, Germany; and the Yeditepe International Research Conference on Business Strategies in Istanbul, Turkey. His publications have appeared in scholarly journals, anthologies, and conference proceedings, addressing issues in project management, information design, and project communication. He is a member of UPA.

It Ain't Easy Bein' Pleasy – Evangelizing UX for Your Personal Brand & Your Business

Rev. Reginald “Junior” Bouchard

Does your CEO know you by name? Do people in your company say “Wait, before we move forward with this thing let’s make sure we get (YOUR NAME HERE) / the UX team involved?” If the answers are yes ... Amen and Hallelujah! Because you’re in the minority.

If not, you need to get 3 questions answered:
What does it mean to be strategically relevant?
How does one gain strategic relevance?
What can a UX professional do to get there?

Face it: the UX community has spent years punching our way up the relevance funnel at our companies and clients. Along the way, we've sought to repackage who it is and what we are to make, addin' new-fangled terms like "Lean UX" "Visualization" "Service Design". Good stuff, but we're still missing some basics about business. And though lots of us passionately believe that UX is a business transformational imperative, we're still havin' a pickle of a time gettin' the big wigs to believe us and listen up. Sure, times are changin', and more and more of the companies are staring to see the light (as they stare at the butts of the UX savvy competition ahead of them). But there are still plenty out there that ain't drinkin' your Kool-Aid. The UX field is still littered with great ideas fallin' like trees in an empty forest.

So what's goin' on here? What ain't happenin'? What is it that makes you UX people s'damn special? What's that there secret sauce to those who are kicking UX, and why are there still a few UX turds in our punch bowl? Evangelizing for UX means more than just posters in the lunchroom. It means fundamentally understandin' your business, and the role you play in advancin' it.

And who better to testify to the power of Evangelism than the inimitably irreverent Reverend Reginald "Junior" Bouchard. If you're lookin' for a lean back and check your Twitter feed, be warned, this here session ain't for you. In addition to the pulpit, the Reverend preaches UX Evangelism at Rutgers University (and around the globe) in an interactive, engaging UX revival style. Testify! This is call to action that will provide actionable tips that folks can take right back to their jobs. We're gonna have us a real good time up in here. Amen.

Rev. Reginald “Junior” Bouchard

The Reverend Reginald “Junior” Bouchard (a.k.a. the Xvangelist). He’s 48% Educator, 40% Entertainer, and like Taco Bell beef filler is ‘12% seasonings, spices, water and other ingredients that provide taste, texture and moisture’.

How does one explain the Reverend? It’s not easy. He’s brash, he’s opinionated, he’s folksy, and above all he’s deeply passionate about real people (not just those persona ones that always smile). Reginald “Junior” Bouchard has dedicated his life to making everyone happy. A world traveler, bourbon drinker, and ex-Televangelist, one can still hear elements of his Southern twang interspersed with elements of Creole, Savannah, Jersey Shore, and Staten Island.

Character Creator: Seeing Audiences Take Shape

Dana Chisnell

Let's play a little game. I ask you some questions about your users, and you give thoughtful answers. And then I trick you into thinking about your audiences in a completely new way. Sound like fun? With the Character Creator, your answers might be based on data or intuitions. They're probably based on a lot of assumptions, too. As designers, we do this kind of thing all the time. We create uninformed and unformed ideas about who users are and what they bring to the design. It's not necessarily bad. But it's difficult to make sense of, and harder to design to.

If you have a large, widely varied audience, it can seem impossible to design for everyone. You end up making some personas low priority, and then they fall out of the use cases and user stories all together. Nobody wants that. It turns out that the important questions for designing center on three key attributes of users. Using the key attributes in the

Character Creator, you get a view of your audience that now makes it absolutely doable to create designs that will work for everyone.

In this session, we'll:

Explore user profiles from new angles

Try out a new tool for modeling audiences

Connect key user attributes to design principles

Anyone who struggles with tying user profiles or personas to design decisions will experience revelation in this session.

Dana Chisnell

Dana has helped thousands of people learn how to make better design decisions by giving them the skills they need to gain knowledge about users. She has observed hundreds of study participants for dozens of clients to learn about design issues in software, hardware, web sites, online services, games, and ballots, helping these organizations perform usability tests and user research to inform design decisions for products and services. These days, her pet topics are election design, usable security, and researching social interactions mediated by technology. But she's got a couple of surprises in her back pocket. She's the co-author, with Jeff Rubin, of *Handbook of Usability Testing* Second Edition (Wiley, 2008).



5:15 PM - 6 PM



Room 3



Ethnography for Usability Practitioners

Demetrios Karis

“What people say, what people do, and what they say they do are entirely different things,” is one of the reasons we do usability testing, but this quote is from Margaret Mead, an anthropologist who did ethnography in Samoa. Usability practitioners observe people interacting with products and services in the lab to improve usability, while traditional ethnographers observe people as they go about their lives to understand aspects of their culture. Commercial ethnography uses the tools of traditional ethnography, but focuses on consumers and how they purchase, live with, and use a product or service. This is a complementary approach to lab-based usability studies, and usability practitioners should expand their tool set to include the techniques of commercial ethnography. Luckily, ethnography is similar to usability in that the basics are easy to learn. Although it takes years of training and experience to develop expertise in both usability testing and commercial ethnography, you can obtain valuable and useful information as a novice.

You can make mistakes in setting up and running a usability evaluation, but you will still probably collect useful information. The same is true with ethnography — you may make some mistakes, but unless you really screw up, you'll learn something useful.

In this presentation I'll present a brief history and then go over the basics of commercial ethnography, arguing that it is an essential adjunct to traditional usability testing. I'll present two exercises (one for you to do at home), and provide a variety of reference material, including an online course and other web resources, slide presentations, videos, case studies, and an annotated bibliography of relevant books. No experience in ethnography is expected or required. The goal is to give you the confidence to get out of the lab to observe people who are using your product or service. You'll learn the basics of commercial ethnography and can follow up yourself by going through some of the online resources and articles that will be provided. We'll also discuss some of the important concepts and issues (e.g., will your presence influence what you're observing?).

Demetrios Karis

Demetrios Karis recently developed a training tutorial on commercial ethnography for a major technology company. He spent over 20 years evaluating and designing consumer products and services at GTE and Verizon. While leading the SuperPages.com User Interface Design and Development group, he developed and implemented a comprehensive program for evaluating and improving the user experience of products and services by combining information from multiple sources, including lab and field studies, log analysis, web surveys, online panels, and the analysis of email feedback. Demetrios has a Ph.D. in experimental psychology and has conducted and published research in HCI, Human Factors, Usability, and other areas. He is currently an independent consultant, and also teaches a course in the User Experience Certificate Program at Bentley University (“Developing a Comprehensive Understanding of User Experience,” taught with Bob Virzi).



5:15 PM - 6 PM



Room 4



Are You Designing Your Professional Relationships?

Alla Zollers

A designer's job is to be a professional communicator. We communicate our thought process through our deliverables, we work to get buy-in for our design solutions, we advocate for the end-user, and often act as the translator between the end-user, the business, and development. The biggest challenge that we face as professionals is that our communication is not always effective. When communication breaks down, confusion and resistance emerge. You suddenly find yourself feeling frustrated, not heard or valued. The key is to set yourself up for success by explicitly designing your relationships with clients, stakeholders, managers, and co-workers. Regardless of your role — be it consultant, agency, or in-house — good working relationships are vital to your success.

The purpose of designing the relationship is to:

- Establish an alliance
- Create a safe space for communication to occur
- Gain mutual trust
- Empower each other and understand how best to work together

In this talk, I will present invaluable exercises, scripts, and questions that you can use to:

- Identify your core values so that you are able to communicate your needs to others and request the same in return
- Vet the next job or project to make sure that its the right fit for you
- Design a relationship with every person on your team — from manager to co-worker — to ensure that you are empowered to do your job and set yourself up for success

Alla Zollers

Alla is a passionate and innovative user experience researcher. Over the last six years, she has worked as a user experience consultant for agencies, startups, and software companies. Alla is also personal coach, and she strives to help individuals create a fulfilling and exceptional life.



COLOPHON

Type

Headlines are set in League Gothic — a revival of Alternate Gothic #1, originally designed by Morris Fuller Benton for the American Type Founders Company in 1903.

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Design

This booklet and the other print materials for UPA Boston: Conference 2012 were designed by Jonathan Follett of Involution Studios (<http://www.goinvo.com>).

Jonathan typically finds himself designing software these days, but still loves print, where he got his start.

