WORLD USABILITY DAY

11.10.16 | CLEVELAND | #WUDCLE2016

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TODAY'S AGENDA

A DAY OF UX EDUCATION & TRAINING

Welcome to the eleventh annual World Usability Day (WUD) celebrated today, November 10, globally in over 40 countries around the world. Thanks for joining UXPA Cleveland at the Cleveland Metroparks Zoo for a FULL DAY of informative sessions, networking, UX vendor booths, and fun!

Time	Event	Speaker
8:00 am – 8:30 am	Registration & Continental Breakfast	
8:30 am – 8:45 am	Opening Announcements	Laura Stoll, UXPA President
8:45 am – 9:30 am	Product Design & Organization: Two sides of the same coin	Matt Barcomb, Lean Dog
9:30 am – 9:45 am	**Break:** Coffee Break & Visit Sponsor Booths	
9:45 am – 11:45 am	Workshop - How Present UX to Decision Makers: How to get their attention, and what to do with that attention once you have it.	Noah Schaffer, Human Factors International
11:45 am – 12:45 pm	**Lunch**	
12:30 pm – 1:15 pm	How building a sorta un-sexy thing taught so much about our business and ourselves.	John Fischer, Dwellworks
1:15 pm – 1:30 pm	UX's Greatest Hits (and Misses) Discovered by Eye Tracking and Emotional Testing Research	Nicholas Michel, Precision Dialogue
1:30 pm – 1:45 pm	**Break:** Raffle & Visit Sponsor Booths	
1:45 pm – 2:30 pm	The Value System of Agile Design	Josh Walsh, The Refinery
2:30 pm – 3:30 pm	Leading Creative Ideation	Shannon McGarity, Cooper
3:30 pm – 3:45 pm	WUD Wrap-up	Laura Stoll, UXPA President
3:45 pm – 5:00 pm	Networking in the Cleveland Metroparks Zoo & Visit Sponsor Booths	

2016 THEME: SUSTAINABLE [GREEN] UX

Sustainability and UX design are innately intertwined since they are both about creating the best experience for people. Green processes and sustainable products take into account goals such as recycle, reuse and incremental improvement. It's about taking existing products and services and developing ways to refine and redesign them to be more effective, efficient and reusable in ways that enhance a person's life.

Green UX draws from individual needs and goals to generate products and services that both improve user experience and increase the convenience of environmentally friendly behaviors.

This year's theme, sustainability, coincides with the recent adoption of the United Nations Sustainable Development Goals (SDGs). The UX design lens can improve efforts to "end poverty, protect the planet, and ensure prosperity for all" by giving disadvantaged individuals a seat at the table. This can be done in part by taking the 'user experiences' of SDG efforts into account. Within this framework, "users" are the people who will be affected by SDG policies and initiatives and "experiences" relate to the encounters, interactions, etc. that people will have with policies and initiatives as SDG efforts continue.

The technological and physical (i.e., architecture) elements of achieving SDGs can also benefit greatly from UX design. Small-scale examples include water sanitation devices that can be used by individuals with limited mobility and/or food packages that are easier to store, open and re-seal. Large-scale examples include the using human-centered design principles into sustainable urban planning. Each example provides opportunities to increase equity and accessibility - fundamental aspects of human rights. Attendees of World Usability Day will gain exposure to knowledge and networks that can equip them to become more effective advocates and design thinkers.

Read more here: worldusabilityday.org

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WORKSHOP

NOAH SCHAFFER, HUMAN FACTORS INTERNATIONAL

How to Present UX to Decision Makers: How to get their attention, and what to do with that attention once you have it.

Part 1 - Getting Buy-In From Decision Makers: If you've worked on building UX capabilities in your organization, then you've already realized that you can't do very much without championship from an executive. In fact, if your company doesn't have that Executive Championship, then your automatically only at the first level of UX Maturity. Not having the support of an Executive Champion results in UX groups being disempowered, underfunded and ignored.

Part 2 - Leveraging Executive Championship Once You Have It: So you've gotten the buy-in of an Executive Champion. Great! What now? Your company is probably already doing UX Detailed Design and maybe Usability Testing. Do you just hire more people to do more of that, or are there other ways you need to build capabilities? If you're building capabilities, how do you build them without losing the buy-in of the executives in the mean time? How do you align all of your efforts with the overall intent of that executive? Noah has seen an array of pitfalls that can happen once you get an Executive Champion, and in Part 2 you'll get to start building a plan for how to leverage the support of an Executive Champion. organization design actions.

BIO: Dr. Noah Schaffer is an Executive User Experience Strategist with Human Factors International. He specializes in UX maturity of organizations - also called the Institutionalization of UX. Noah has done many projects to build UX Maturity Strategies for companies, so he brings real-world knowledge about the pitfalls involved in building UX maturity. In his 7 years with Human Factors International, Noah has also gained experience in a wide array of other UX projects, as well as being one of the instructors for 6 of HFI's courses. Some of Noah's clients include the American Board of Internal Medicine (ABIM), Best Buy, Citibank, Clearwire, Standard Bank SA, Standard & Poor's, and International Flavors & Fragrances (IFF).

GUEST SPEAKERS

MATT BARCOMB, LEAN DOG

Product Design & Organization: Two Sides of the Same Coin

Customers want to use great products. But great products aren't simply made, they are designed. However, products are designed and made in an ecosystem, your organization, that can either amplify or dampen that creative process. The problem is, that most companies haven't been organized with these specific needs in mind, but are instead simplistically grouped by function. The good news is, organizations can be designed too. This session intends to share concepts and tools that will teach attendees how to frame and implement organization design actions.

BIO: Matt Barcomb has over 18 years of experience as a product development leader who takes a pragmatic, systems approach to change. He partners with organizations to help leadership teams develop & deploy strategy, optimize product management & development, and evolve traditional HR functions into modern talent development practices. He shares his experiences and ideas at www.leandog or on twitter as @mattbarcomb.

JOHN FISCHER, DWELLWORKS

How Building a sorta un-sexy thing taught so much about our business and ourselves

Dwellworks helps relocate 1000's of people all around the world. We feel like we are a pretty innovative group – but we're in an industry that isn't so much. So when we decided to build technology to do things better, we were surprised to find out all of the things that we needed help with. I'm going to share some stories from our transformative journey into a design-led organization.

BIO: John Fischer is responsible for Product Design & Innovation at Dwellworks – a company that provides corporate relocation and real estate solutions worldwide. After switching careers to join Dwellworks, he was tasked to think outside of the box and bring design and user experience to the team. He's had the opportunity to create brand new products, improve existing products, and most recently, work with a great team to build technology for a better operational and customer experience.

NICHOLAS MICHEL, PRECISION DIALOGUE

UX's Greatest Hits (and Misses) Discovered by Eye Tracking and Emotional Testing Research

What happens when your own user-experience is failing? And you don't even know it? Validated by years of research in eye tracking and emotional testing, this session will not only key in on real-time best practices in UX, but all-too-common red flags that are disengaging, confusing and frustrating users. From CTA placement and browsing patterns to navigation mistakes and irrelevant messaging, you'll get a handle on what users are seeing and feeling when they encounter your content, online or offline.

BIO: Nicholas Michel is a Research & Customer Experience Senior Analyst at Precision Dialogue. He has facilitated hundreds of usability testing sessions and led over 150 projects for global brands (e.g. Este Lauder, GM, Four Seasons) across multiple industries. Nick is the foremost expert at PD in eye tracking and emotional testing (using EEG technology). His efforts have led to online conversion increases of greater than 25% and ROI increases up to 185% for specific engagements.

JOSH WALSH, THE REFINERY

The Value System of Agile Design

Is there a perfect process for integrating design and development? Does the same process work for organizations of all sizes? Are you frustrated that your organization just can't follow the process? Every organization is different, with its own unique assets, liabilities, strengths and weaknesses. Together, we'll explore the values of an Agile Design studio. Through a guided understanding of those values, we can build the right set of processes for ourselves.

BIO: Josh is the guy you call when something is hard to use. He is an award winning user experience designer, interaction designer, self-proclaimed design raconteur and angel investor. His work spans from 1 man startup companies to large applications for the Fortune 100 — from elementary school students to the worlds leading surgeons. He currently serves as CEO of The Refinery in Cleveland, OH.

SHANNON MCGARITY, COOPER

Leading Creative Ideation

Fighting to get your team to think big picture and outside the box? Do your brainstorming sessions lead to total chaos? Having trouble generating fresh, actionable ideas? Or getting buy-in at stratified and siloed organizations? The struggle is real. You can't make new things without new (and lateral) thinking. Through the lens of my own practice at Cooper, I'll discuss the value of developing an exploration strategy—the frameworks and ideation methods I've relied on to unlock tsunamis of creative ideas in teams otherwise mired in tactical thinking or skeptical of the value of brainstorming. I'll also share a few evaluation methods that transform that dump truck full of ideas into a prioritized, actionable roadmap.

BIO: Shannon is the Director of User Experience at Cooper, a pioneering design and business strategy consultancy in New York and San Francisco. In her role, Shannon achieves organizational buy-in to new strategic directions by engaging clients as active partners in design thinking. As a teacher for Cooper U, Shannon leads trainings on diverse UX topics, ranging from service design, to design leadership, to creative ideation. Shannon received her Masters from the Interactive Telecommunications Program at NYU. Her 20+ years of product development experience cuts across disciplines (interaction design, visual design, content, marketing) and environments (agency, startup, studio owner). Throughout this time, creating user-centered experiences has always been her North Star.

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WHO WE ARE:

UXPA Cleveland is the Cleveland chapter of the international User Experience Professionals Association, designed to educate, motivate and promote usability throughout Northeast Ohio. UXPA provides events throughout the year on various topics related to usability for individuals interested in, involved in or responsible for websites, applications, software or any other type of interface. We are proud to be part of the largest most trusted entity promoting usability in the world.

World Usability Day was founded in 2005 as an initiative of the Usability Professionals' Association to ensure that services and products important to human life are easier to access and simpler to use. Each year, on the second Thursday of November, events are organized around the world to raise awareness for the general public, and to train professionals in the tools and issues central to good usability research, development and practice. More than 40,000 people in 180 cities in 43+ countries participated in World Usability Day 2008.

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