

WORLD USABILITY DAY

11.9.17 | CLEVELAND | #WUDCLE2017

#WUD2017 • #WORLDUSABILITYDAY



TODAY'S AGENDA

A DAY OF UX EDUCATION & TRAINING

Welcome to the twelfth annual World Usability Day (WUD) celebrated today, November 9, 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 – 8:45 am	Registration & Continental Breakfast	
8:45 am – 9:00 am	Opening Announcements	Jessica Becker, UXPA Vice President
9:00 am – 10:00 am	Hairy Arms, Painting Ducks, and Design Decisions	Tom Greever, Bitovi
10:00 am – 10:15 am	Break: Coffee Break & Visit Sponsor Booths	
10:15 am – 11:45 am	Luck Circle	Paolo Appley, Complion
11:45 am – 12:45 pm	Lunch	
12:45 pm – 1:45 pm	The Need for Emotional Intelligence	Darren Hood, Quicken Loans
1:45 pm – 2:30 pm	Designing A Culture of Experience	Andy Vitale, Polaris Industries
2:30 pm – 2:45 pm	Break: Raffle & Visit Sponsor Booths	
2:45 pm – 3:45 pm	UX Survival Guide: Tales From the Trenches	Nicole Capuana, Convey
3:45 pm – 4:00 pm	WUD Wrap-up	Jessica Becker, UXPA Vice President
4:00 pm – 5:00 pm	Networking in the Cleveland Metroparks Zoo & Visit Sponsor Booths	

2017 THEME: INCLUSION THROUGH USER EXPERIENCE

The world is changing and the climate of well-balanced and open society is not as prevalent as many of us would like. Technology is developing alongside new political changes. This year, 2017 is a pivotal moment in history and we can help shape the course of events by the work we do.

Well-designed user experiences allow for the uniqueness of people's different strengths and believe to co-exist in a place of similarity and common ground. Tools and technologies that embrace similarities to tap into the potential of all people creates conditions that promote people to be their best selves, to cultivate and nurture people will produce better outcomes in all we do.

Poorly designed systems create an atmosphere of confusion as people try to figure out how to perform simple tasks that have not been design with the user in mind. In the worst cases, poorly designed technology can produce information and results that is not accurate, further adding to the notion of systems being rigged and information being portrayed as false.

User Experience designers and researching can impact the course of events by creating technology, products and services that are inclusive at their core.

Read more here: worldusabilityday.org



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.

GUEST SPEAKERS



TOM GREEVER, BITOVI

Hairy Arms, Painting Ducks, and Design Decisions

Convincing someone else of our design decisions is difficult. It can be so difficult, in fact, that we'll do almost anything to make sure that we don't have to make changes we disagree with. But from simple psychology to outright deception, not all tactics are created equal. We need to find ways to be persuasive with stakeholders without using trickery. Actually, the same approaches we champion with users of our products are also helpful in our meetings about design. Learn how to manage the conversation through effective techniques that will help others agree with our choices while maintaining the integrity of the user experience.

BIO: Tom Greever is the UX Director at Bitovi and author of *Articulating Design Decisions* from O'Reilly Media. As a consultant, he helps companies design and build better applications. As a teacher, he helps designers be better communicators. As a father, he helps his children expend energy on wrestling and cleaning up the house. He works from home in Illinois with his wife and five kids.



PAOLO APLEY, COMPLION

Luck Circle

We tend to exist inside small networks (or circles) of our close friends, who generally like similar things, read the same books, and have access to the same resources.

However, Mark Granovetter, a professor at Stanford, in his research about "the strength of weak ties", discovered that most good things we receive (or lucky breaks) come from casual acquaintances and people we don't know very well, not our closest friends.

Together, we'll go through a networking game to reveal the power of weak ties, and in the process learn what other people in the room need help accomplishing.

BIO: Paolo Appley is the Director of Customer Success at Complion, an eRegulatory & Document Management Platform for Clinical Research Sites. After working as a Product and User Experience designer he recognized that working with teams to encourage participation in the design process, across disciplines, is where he can provide the most value. He believes that successful design is a collaborative process, and that decision-making requires empathy and intentionality as well as technical expertise.



DARREN HOOD, QUICKEN LOANS

The Need for Emotional Intelligence

For years in the UX world, the emphasis was on deliverables. As the overall discipline evolved (and especially with UX seeking a “seat at the table”), there has been a shift to soft skills as a key contributing factor to success. This talk will provide an overview of various aspects of emotional intelligence, the challenges and issues it can help you overcome, how it can impact your projects, how it optimizes relationships with stakeholders and teammates, and the benefits it bestows upon one’s personal and professional growth and reputation.

BIO: Darren is extremely passionate about all things UX, holding 20 years of experience in human-computer interaction, with the last 14+ years focusing on UX and CX. He currently Works at Quicken Loans as a User Experience Specialist. Darren also serves as an adjunct professor for Kent State University’s UX Design Master’s program, teaches UX seminars and workshops for Grand Circus in Detroit, and is in the process of designing UX-related software tutorials for the media division of O’Reilly Publishing. He holds a M.S. from Syracuse in Information Management, a M.S. in User Experience Design from Kent State, and a grad certificate in Educational Technology from Michigan State.



NICOLE CAPUANA

UX Survival Guide: Tales from the Agile Trenches

Welcome to Agile - you get put on a team as a designer and you feel like you’re just trying to keep your head above the water. How do you fit in? How do you keep pace with the team without feeling like you’re feeding an insatiable beast? How do you get your team to understand what you do? In this talk, you’ll learn how to keep your sanity with some “from the trenches” tips & tricks like: using dual-track backlogs, setting up Kanban for Design, creating discovery and strategy tracks, finding the power in cross-functional pairing, using a Balanced Team approach, and honing collaboration and communication techniques that fold you into the team. Whether you’re a UXer or a team looking to help support your teammates, come learn how to keep UX working in harmony with Agile development so the entire team can deliver great product.

BIO: Nicole Capuana leads Product Design at Convey, an identity connection platform that transforms static “contacts” into dynamic and actionable “connections”. She is always running experiments and learning about customers so Convey is a product people love. For over 20 years, she has been designing software and leading teams from one-woman startups to Fortune 100 companies. Nicole is also a national speaker who teaches others how design thinking, system thinking, and Lean UX (with a bit of Agile) make a difference in creating great products. She is passionate about finding better ways to work as happy whole teams, getting more women into tech, and bringing startup communities together.



ANDY VITALE, POLARIS INDUSTRIES

Designing A Culture of Experience

More than ever before, the role of the user has changed from isolated to connected, from unaware to informed, from passive to active. As a result business, technology, marketing and design strategies must be aligned and focused on the overall customer experience to drive innovation forward. This user-centered experience is about the entire ecosystem from how people discover products or services, to well past interaction across touchpoints. The transparent process of engaging users early and often will forge personal connections with products, allowing organizations to create greater value sooner. Learning how to design WITH users, instead of FOR them, can be an entire cultural shift in thinking for some organizations.

In this session, In this session, Andy Vitale will address how to tackle organizational culture like a design problem. Andy will talk about his experience in making strides towards a culture of experience. He'll share insights and tactics for getting a seat at the table, as well as a strategy for maintaining that seat. He'll also discuss ways to expand influence and cultivate advocacy.

Attendees will learn to:

- Understand how a culture of experience can add value within an organization
- Learn what it takes to get a seat at the table, and more importantly how to keep that seat
- Apply user-centered design principles and tools to expand influence and transform company culture
- Identify ways to demonstrate the impact of organizational cultural shift.

BIO: Andy Vitale is the Director of User Experience at Polaris Industries, a global powersports leader, where he is responsible for leading user experience design across Polaris' innovative product lines. Andy is focused on translating human insights into actionable experiences that fuel the passion of riders, workers and outdoor enthusiasts.

Andy holds a Master's Degree in User Experience Design and has almost 20 years of experience, having held multiple roles as a designer, entrepreneur, education department chair, and design leader. With a proven ability to lead change and process improvements, Andy has developed strategies and design solutions for diverse organizations ranging from startups to Fortune ranked companies. He is a relentless user experience evangelist, with a passion for cognitive thinking and humanizing technology, driven by a user-centered passion that takes a team, and its products, from good to great.

Aside from his primary role at Polaris, Andy is an adjunct professor for Kent State University's User Experience Design graduate degree program. He often writes about design and speaks at conferences and events.

CLE UXPA 2017 BOARD

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.

PRESIDENT

Laura Stoll, Discover
president@uxpacleveland.org

VICE PRESIDENT

Jessica Becker, Case Western (2018 President)
vp@uxpacleveland.org

WEBMASTER

Barbara Le-Wharton, Tarkett
webmaster@uxpacleveland.org

SECRETARY

Joshua Randall, Sherwin-Williams
secretary@uxpacleveland.org

TREASURER

Sarah Conway, OEConnection
treasurer@uxpacleveland.org

DIRECTOR OF SOCIAL MEDIA

Krista Newill, Zakadoodle Creative
social@uxpacle.org

DIRECTORS OF EVENT PLANNING

Felesia McDonald, OEConnection
Jessica Fretthold, Point To Point
Kassey Sikora, Sherwin-Williams
Dawn Burngasser, Rosetta
Jennifer Callahan, 3 Dogs Digital
Katherine Dill, GO2 Advertising Agency
Denise Kadilak, Blackbaud
Anna-Dawn Maynard, Hyland
Amy Hawk, Lakeland Community College
directors@uxpacleveland.org

STUDENT LIAISON

Monica Ralston, Kent State University
Student.Liaison@uxpacleveland.org

SENIOR ADVISORY BOARD

Becky Bristol
Robert Kreigh
Marc Majers

2017 SPONSORS

Thank you to all of our sponsors and volunteers for making this event possible.
Click on the sponsor logos below to get more info about their company.

PLATINUM



Precision **Dialogue**

GOLD

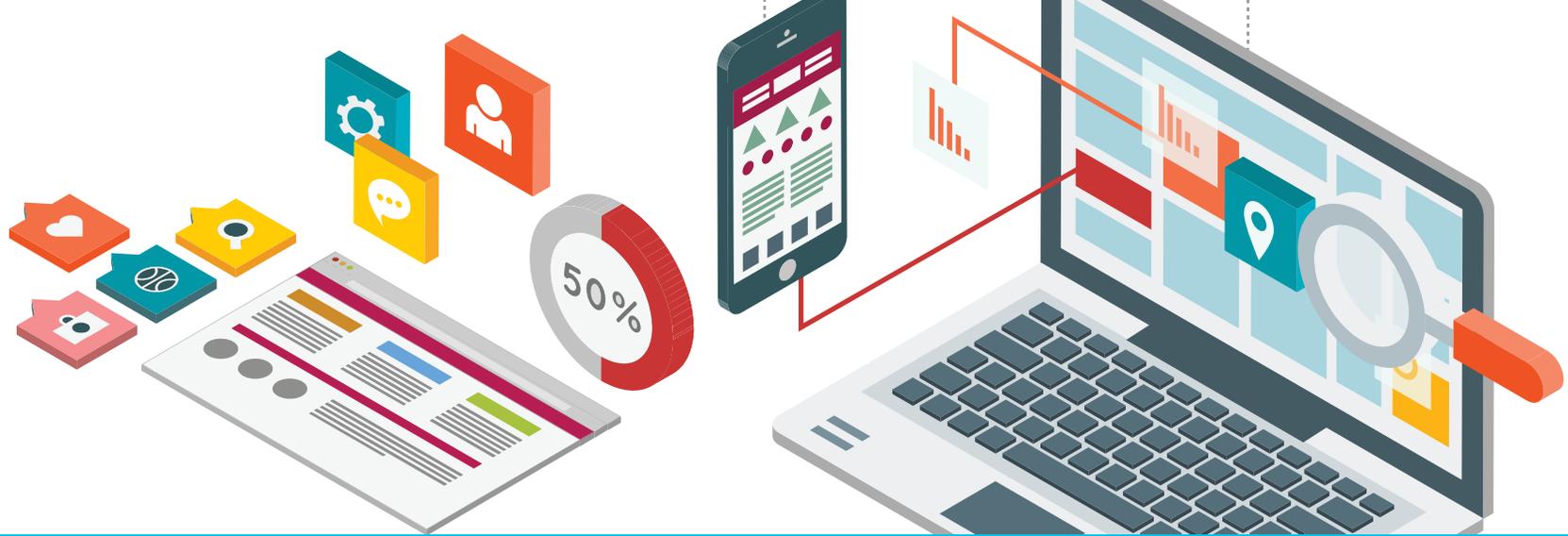


SILVER

balsamiq

IN KIND





GET INVOLVED OR CONTACT US:

UXPACLEVELAND.ORG | INFO@UXPACLEVELAND.ORG



#WUDCLE17 • #WUD2017 • #WORLDUSABILITYDAY

