

WORLD USABILITY DAY

11.8.18 | CLEVELAND | #WUDCLE2018

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TODAY'S AGENDA

Time	Event	Speaker
8:00 am – 8:45 am	Registration & Breakfast	
8:45 am – 9:00 am	Opening Announcements	Emily Mayock, UXPA Cleveland
9:00 am – 10:00 am	Tech Ethics for the Rest of Us	Curt Arledge, Viget
10:00 am – 10:10 am	Break: Coffee Break & Visit Sponsor Booths	
Track 1 10:10 am – 11:00 am	Lessons from the Bedroom: UX Design from Human Intimacy	Xyla Foxlin, Parihug/Beauty & the Bolt
Track 2 10:10 am - 11:00 am	Research for Empathy Driven UX Strategy - The Human Side of Healthcare Decision Making	Matthew Russo, Medical Mutual
11:00 am – 11:10 am	Break: Coffee Break & Visit Sponsor Booths	
Track 1 11:10 am - 12:00 pm	Designing Trustable AI Experiences	Carol Smith, Uber ATG
Track 2 11:10 am - 12:00 pm	Virtual Reality - The Good, the Bad and the Ugly	Nick Dauchot, Balance Innovation & Design
12:00 pm - 1:00 pm	Break: Lunch & Visit Sponsor Booths	
Track 2 1:00 pm - 1:50 pm	Making Your Design Process Holistic and Iterative	Natalie Lew, Frog
Track 1 1:00 pm - 1:50 pm	This is Your Brain On UX: How design can foster an unhealthy (and unethical) addiction, and how to avoid it.	Alaina Phillips, NYU
1:50 pm - 2:00 pm	Break: Coffee Break & Visit Sponsor Booths	
Track 1 2:00 pm – 2:50 pm	Accidentally Evil	Nicole Capuana, Convey
Track 2 2:00 pm – 2:50 pm	Making Your Customers Dance	Marc Majers, Hyland Software
2:50 pm - 3:00 pm	Break: Coffee Break & Visit Sponsor Booths	
3:00 pm - 4:00 pm	How to Sell Your Ideas to Anyone	Zach Naylor, Aurelius
4:00 pm - 4:30 pm	Closing Announcements & Raffle	Emily Mayock, UXPA Cleveland
4:30 pm	Networking	

2018 THEME: DESIGN FOR GOOD OR EVIL

A product's design can be clear or confusing; fun or frustrating; helpful or harmful. As user experience professionals, we help determine a person's interaction with and reaction to the technology, products and services they use each day.

But a well-designed product doesn't just happen. It involves research, planning, design and development. It recognizes that every user is unique, while also knowing a common thread among most people exists.

Our work often happens behind the scenes, but the results are front and center. So, will our work enlighten or endanger its users? Will our designs improve lives or make them more difficult? Will our products and projects be a force for good—or for evil?

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.

SPEAKERS



CURT ARLEDGE, VIGET

Hairy Arms, Painting Ducks, and Design Decisions

Ethics is a hot topic in tech right now. Tech giants like Facebook, Google, Amazon, and Uber are increasingly in the headlines for riding roughshod over ethical considerations in pursuit of innovation and growth. It's no coincidence that our mainstream discourse has begun to question whether digital technology is really the positive social force that we assumed it to be.

Leading voices in our profession exhort designers to “grow a spine” and act as ethical gatekeepers in our organizations. But the unfortunate reality is that the most important ethical decisions are made in the boardrooms of giant companies, not on whiteboards at the small-to-midsize companies, agencies, and non-profits where “the rest of us” work. With that in mind, what can we designers realistically do to maximize our positive impact and be a force for good, not evil, in the world?

BIO: Curt Arledge is a researcher, designer, theorist, explorer, writer, and speaker with the title of Senior User Experience Designer at Viget, a digital design and development agency. Curt works in Viget's Durham, NC office for clients like POLITICO, iContact, Trex, Massachusetts General Hospital, the Bronx Zoo, and the National Trust for Historic Preservation.



XYLA FOXLIN, PARIHUG/BEAUTY AND THE BOLT

Lessons from the Bedroom: UX Design from Human Intimacy

As technology progresses, the way we interact with it largely has not. Although we've moved far past the days of punch cards, the majority of our technology consumption is still audio and visual. How can we design with existing technology to break out of this mold?

Sex evokes an arrangement of emotional experiences more dramatic than anything humans have created with smartphones, televisions, VR experiences, and more. Why is that? This talk explores the way people can share emotions, rather than data, over the internet. How can we take the lessons we learn from sex and apply them to more PG day-to-day experiences?

BIO: Xyla Foxlin was the Founder and CEO of Parihug, a company focused on integrating emotions and technology to create a fuller digital experience. She currently works at the Interactive Commons at CWRU, building and designing Augmented Reality applications for a productive world. Her nonprofit, Beauty and the Bolt, is focused on lowering the barrier to entry for women and minorities in STEM fields.



NICK DAUCHOT, BALANCE INNOVATION & DESIGN

Virtual Reality - The Good, the Bad and the Ugly

Virtual Reality (VR) is a medium that is becoming more and more ingrained into modern society. Nearly every major U.S. technology company has come on board to breathe life to this exciting new bubble of innovation. That being said, the spur in developmental progress has left much to be desired on the software design side as well as a bucket-load of ethical dilemmas and issues worth examining which have existed since 80's science fiction. Jaron Lanier, the founder of VR provided one definition of the medium as "The perfect tool for the perfectly evil Skinner Box", and Stanford's Jeremy Bailenson defined it as "an experience generator. Because it is a digital medium, anything we can imagine seeing or hearing can be easily generated in a VR environment." This presentation will discuss virtual reality as a tool for good and evil, and will also cover some basic design principals for virtual reality.

BIO: Nick Dauchot is a Masters UXD student from Kent State University. He has a double-major in Psychology and Media Arts from the University of Arizona. Currently, he works as a UX Designer at Balance Incorporated in Cleveland. He has written two journals about online community growth as well as a small collection of Medium articles. In his spare time he enjoys designing and developing virtual reality experiences and engaging with others in VR.



CAROL SMITH, UBER ATG

UX in the Age of AI: Leading with Design

How can designers improve trust of cognitive systems? What can we do to make these systems transparent? What information needs to be transparent? The biggest challenges inherent with AI will be discussed, specifically the ethical conflicts and the implications for your work, along with the basics of these concepts so that you can distinguish between simply smart systems and AI.

BIO: Carol Smith has been conducting UX research for 17 years and has 10 years of experience working in Agile environments. She is continuously working on ways to improve the integration of UCD and has been focused on improving AI systems for the past 3 years. She now leads UX research to improve the autonomous vehicle experience at Uber's Advanced Technologies Group (ATG) in Pittsburgh, PA. She has led projects for the US government, non-profits and corporations in a variety of industries. Carol holds an MS in Human-Computer Interaction from DePaul University and enjoys volunteering with UX organizations, including being an editor of UXPA's Journal of Usability Studies (JUS) and a UXPA conference volunteer.



MARC MAJERS, HYLAND SOFTWARE

Make Your Customers Dance: The Key to User Experience is Knowing Your Audience

How do you get more users to become customers and stay customers? You need to know your audience and think like a DJ. In this fast paced world every organization is looking to stand out from the crowd, generate positive experiences, land deals and make a lasting impression. However the common reason companies don't achieve this level of success is because they fail to understand their audience needs. It takes hard work to target a group of potential customers with the right message, at the right time, make adjustments on the fly, and have them asking for more. You need to take a different approach to generate a profitable outcome for your product - think like a DJ. We have all been wedding receptions and either have had a good and bad experience. What impacted your experience? In this session, learn techniques you've experienced in real-life that you can apply to your product.

BIO: Marc is a User Experience Designer at Hyland, UX consultant for TheoremCX and an adjunct professor at the University of Akron. He's worked in application, software and website design for over 20 years, won some industry awards, and ultimately gained skills in e-commerce, user research, interaction design, digital strategy, conversion rate optimization (CRO), and usability testing. He's worked with organizations such as Progressive Insurance, Cleveland Institute of Art, and many local advertising agencies like Wyse.

He is author of "Don't Fear The Forward: The Secret to Building Successful Websites" and president of Leading Hands Through Technology – a nonprofit that helps other nonprofits with technology.



NATALIE LEW, FROG

Making Your Design Process Holistic and Iterative

For entry-level designers, the interaction design process can often feel daunting, overwhelming, and stressful. Starting with design research, incorporating that research into iteration after iteration, and reaching a final deliverable can sometimes be paralyzing, begging the question: how can we make our design process more accessible and understandable, while maintaining its focus, ethics and rigor?

This session will both illustrate the design process as something accessible, human-centered and biteable for designers and show designers how incorporating feasible design research in their process can empower their work.

BIO: Natalie Lew is an interaction designer and past Adobe Creative Resident living in Brooklyn who focus on the intersections in ethics, technology, and interaction design. She has spoken at events like 99U, Adobe Max, Seattle Interactive, and more, aiming to give designers tools to make their work research-driven and holistic.



ALAINA PHILLIPS, NYU

This is Your Brain On UX: How design can foster an unhealthy (and unethical) addiction, and how to avoid it.

We've entered a time where design choices are selected to be intentionally addictive in order to entice and keep users. Behavioral design has provided insight into the users psyche and has established design principles that enable us to create habit forming products and services. While this is good for businesses, it brings up several ethical and neuroethical concerns. In our current technological era neuroethics and ethics of design need to be at the forefront of the conversation. Addictive designs have long term consequences on our users. As UX professionals we must become aware of these issues and be ambassadors for ethical design choices. We must understand the nature and extent of which our design decisions have, the potential impact on the user's internal state (perceptual, cognitive, neural, and socioemotional), and the subsequent outcomes of the user's behavior.

BIO: Alaina is a cognitive psychologist who transitioned into the field of user experience design in 2015. She has a well-established background in human behavior and her theoretical orientation is grounded in Gestalt psychology and cognitive aging. Her research projects have centered around visual processing and attention, cognitive aging, and universal design. Her publications include her master's thesis work on transit maps in the Encyclopedia of Human Behavior: Environmental Cognition (See Sterns & Sterns) and her dissertation work "Global Precedence & Aging: Evidence of Parallel Processing" which explores visual attention and aging. She did her UX design internship with Normal Modes in Houston, Texas. Currently, she teaches undergraduate psychology courses for Walsh University in North Canton, Ohio and graduate studies for New York University in the Department of Applied Psychology.



NICOLE CAPUANA, CONVEY

Accidentally Evil

No one sets out to be evil but we've all made a design choice that our users or our teammates have hated. From cognitive loads to compromise, learn how to design better products and be someone everyone wants to work with. Using real-world examples and stories, you'll hear what not to do and how you can make changes in your practice immediately.

BIO: Nicole Capuana is Head of Product Design at Convey where she works on crafting innovative, impactful, technology products that deliver maximum business value and exceed users' expectations. She has been designing software and leading teams for 1-woman startups to Fortune 100 companies for the last 20 years. Whether designing a smart household robot or making big data easily understood, she helps teams work through uncertainty and validate a product's design to deliver a solution people love. Nicole is a national speaker who teaches others how design thinking, system thinking, and Lean UX (with a bit of agile) make a difference in building and designing 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.



MATTHEW RUSSO, MEDICAL MUTUAL

Research for Empathy Driven UX Strategy - The Human Side of Healthcare Decision Making

While working on a study with Medical Mutual where we tested usability of the members' application and investigated users' decision-making process, my father (who fit the exact profile of the participants chosen for the study) was diagnosed with terminal cancer. As I learned about the healthcare decision making process from participants of the study at work, I saw the decision-making process unfold in real-time in my personal life as a helped care for my father.

Drawing on my experiences during the usability study and parallels in my personal life, this talk will explain how users' make seemingly irrational decisions that can only be understood by having them explain their thinking, their emotional state and observing their behavior. I will explore how to understand and apply empathy to your work through finding connections with your users', present practical methods for applying that insight to your work and provide supporting research to explain the psychology of emotional and cognitive empathy.

BIO: Matthew Russo is a Marketing and User Experience Strategist with over 10 year of experience helping design, develop and lead marketing initiatives. After working as an in-house designer for a local SaaS startup, and learning to appreciate the value of understanding audiences and how research produced better design and communications, he increasingly focused on user research. Having worked with organizations in a wide array of industries including SaaS, financial, healthcare, manufacturing, and retail, he has helped organizations of all shapes and sizes tackle strategic marketing, technology and UX initiatives.



ZACK NAYLOR, AURELIUS

How to Sell Your Ideas to Anyone

One of the biggest challenges we face is convincing other people that our design, feature and product ideas are great. We can create the most elegant user experience yet totally fail because it never saw the light of day with the people we serve. Preventing evil design decisions begins with making choices that benefit both the customer and our organization. This talk covers how we to set your ideas up for success from the very beginning. I share personal stories of situations where I've had to prevent evil design and research choices and the exact approach I use to create a design strategy. We'll discuss how to truly understand and present our ideas to stakeholders so that we can sell our ideas and deliver a brilliant user experience in our products and services!

BIO: Zack Naylor is a design and product person with over 10 years of experience across nearly every industry and company size. His passion is helping people use customer feedback and user research to make the best design and product decisions they can. His biggest passion in design is to help people solve the right problems for their company and their customers. Zack is co-founder and CEO of Aurelius, the user research and insights platform for design and product teams.

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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.

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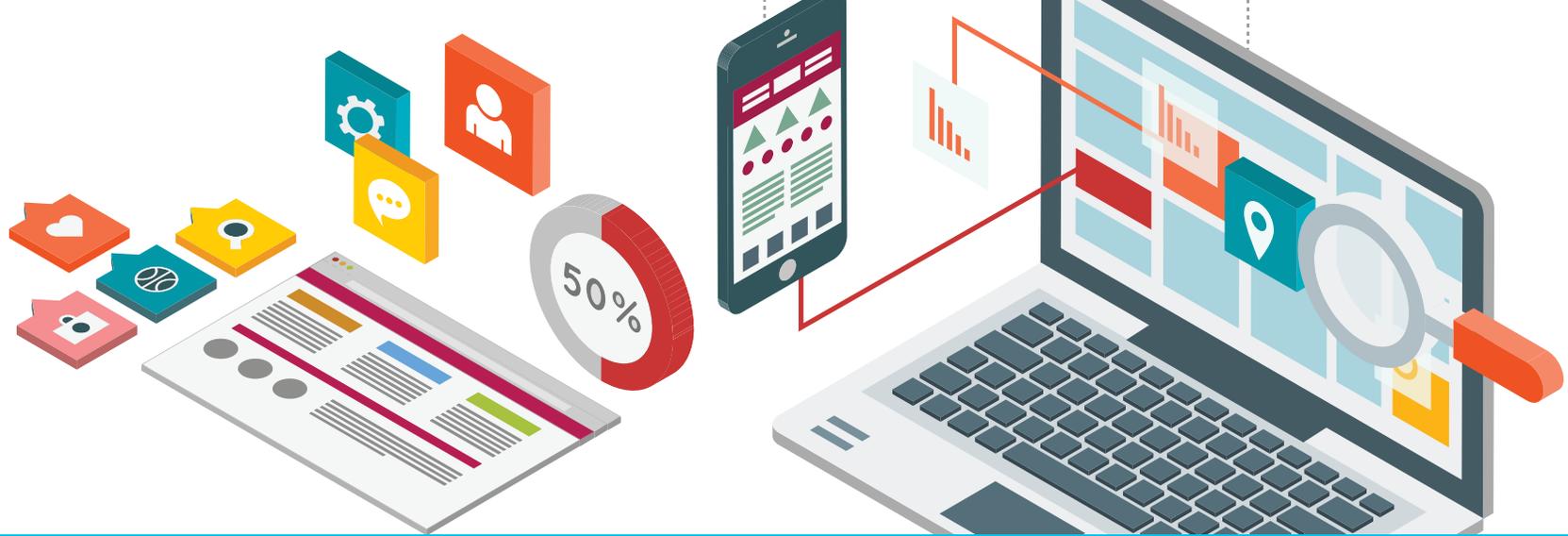


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