

internet user experience

Schedule-at-a-Glance

Internet User Experience 2009

March 30 - April 2, 2009

**Morris Lawrence Building
Washtenaw Community College
Ann Arbor, Michigan**

Monday March 30th Schedule (Pre-conference Tutorials)

8:00 a.m.	Tutorial Registration and Check-In <i>Room 120</i>
8:30 a.m. - 4:30 p.m	Use Cases in an Agile World Jan Moorman <i>Room 103</i>
8:30 a.m. - 4:30 p.m	Full-Scale Website Optimization Jason Withrow Dept. Chair, Internet Professional Program, Washtenaw Community College President and Founder, UsableDevelopment, LLC <i>Room 121</i>
8:30 a.m. - 4:30 p.m	Mobile Design: Familiar, Flexible, Humane...and Wickedly Cool! Mike Wood Team Lead, Consumer Experience Design, Motorola <i>Room 123</i>

FREE Special Late Afternoon Presentation

4:45 – 5:45 p.m.	Three Keys to Business Success with Technology Richard Sheridan President, Menlo Innovations <i>Room 123</i>
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Tuesday March 31st Schedule (Pre-conference Tutorials)

8:00 a.m.	Tutorial Registration and Check-In <i>Room 120</i>
8:30a.m. - 4:30 p.m.	Field Research for User Experience Design Danielle Cooley <i>Room 123</i>
8:30 a.m. - NOON	User Experience Design of Intranets and Portals Jason Withrow President and Founder, UsableDevelopment, LLC Department Chair, Internet Professional Program, Washtenaw Community College <i>Room 103</i>
1:00 - 4:30 p.m.	User Experience Design of Profiles and Personas Carol Smith Principal Consultant, Midwest Research <i>Room 103</i>
6:00 – 9:30 p.m.	Writing for the Web Cathy Zapata Web Marketing Professional & President, NEOUPA <i>Room 123</i>
6:00 – 9:30 p.m.	Style Guides: Guardians of Consistency Carol Smith Principal Consultant, Midwest Research <i>Room 103</i>

Wednesday April 1st Schedule (Conference Day 1)

7:30 a.m.	Conference Registration and Check-In <i>Morris Lawrence Lobby</i>
8:30 a.m.	The Threshold of Acceptable Usability Mitropoulos-Rundus, David <i>UsableWorld</i> <i>Towsley Auditorium</i>
9:15 a.m.	Neuro Web Design: What Makes Them Click? Weinschenk, Susan, Ph.D. <i>Human Factors International</i> <i>Towsley Auditorium</i>
10:15 a.m.	Morning Break, book signing, bookstore, and exhibits <i>Morris Lawrence Lobby</i>
10:30 a.m.	Bringing the Left Brain and Right Brain Together Online: Branding & Optimization Girard, Linda <i>Pure Visibility</i> <i>Towsley Auditorium</i>
11:30 a.m.	Anatomy of a Bus Map Velmetti, Edward <i>Towsley Auditorium</i>
12:30 p.m.	“Educational” Lunch - Internet Professional Program, Washtenaw Community College - School of Information, University of Michigan - Value Driven Usability for Web Business Optimization, Eastern Michigan University <i>Room 101</i>
1:30 p.m.	Feeling: What makes an engaging product experience? Akiyoshi, Kumi <i>Adaptive Path</i> <i>Towsley Auditorium</i>
2:30 p.m.	Afternoon Break, book signing, bookstore, and exhibits <i>Morris Lawrence Lobby</i>
2:50 p.m.	How to Do Social Media Right in 2009 Strickland, Marta <i>Organic, Inc.</i> <i>Towsley Auditorium</i>
4:00 p.m.	Lessons Learned from the World of Game Design Mullinaux, L. and Briggs, R. <i>pogo.com and Electronic Arts-Redwood Shores</i> <i>Towsley Auditorium</i>
5:00 p.m.	Reception, bookstore, exhibits, networking and fun <i>Morris Lawrence Lobby</i>

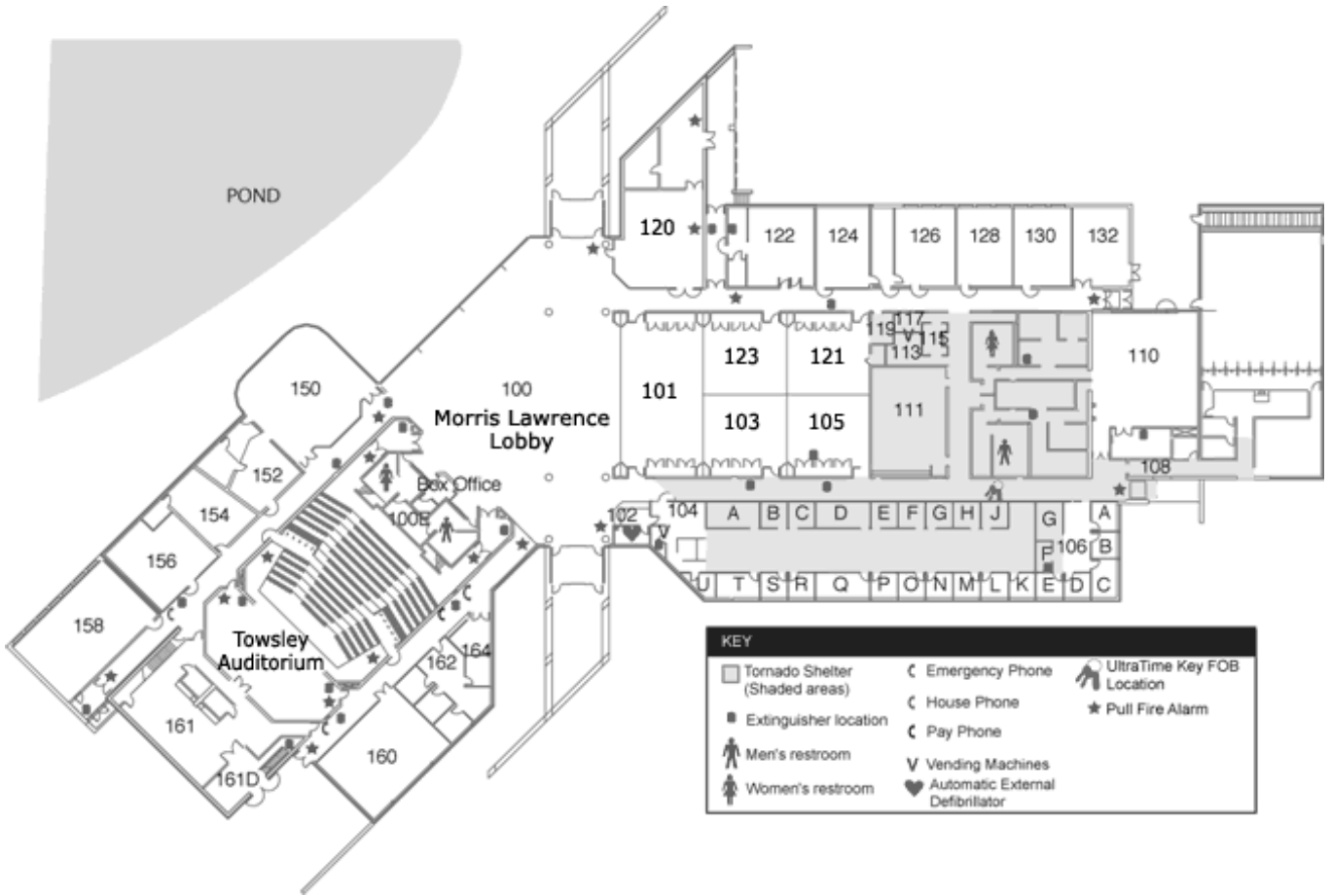
Thursday April 2nd Schedule (Conference Day 2)

7:30 a.m.	Conference Registration and Check-In <i>Morris Lawrence Lobby</i>
8:30 a.m.	Holiday 2.0: An Online Retail Case Study Yesko, John <i>Roundarch</i> <i>Room 103</i>
	Nurturing UX Inside Your Development Organization Keirnan, T., <i>Jackson National Life Insurance</i> Richkus, R., <i>Autodesk</i> <i>Room 105</i>
	Replacing a Legacy Mainframe System with a Web-based Application Roussel, Isaac <i>Metavante</i> <i>Room 121</i>
	Going Beyond Functional Requirements: Designing for the User Experience Johnson, Korey <i>UserCentric, Inc.</i> <i>Room 123</i>
9:30 a.m.	Features Gone Wild: Pitfalls of Implementing the Hottest Trends Ho, Martin <i>UserCentric, Inc.</i> <i>Room 103</i>
	Iterate, Scale and Simplify: User Experience Methods for Agile Teams Demetris, Carissa <i>Circle D Design</i> <i>Room 105</i>
	Tools to Improve Your Web Presence Kelley, John <i>Google</i> <i>Room 121</i>
	Now that I See It Klyn, Dan <i>Flannel</i> <i>Room 123</i>
10:30 a.m.	Morning Break, Bookstore, and Exhibits

10:50 a.m.	Diagnosing and Addressing Online User Experience Challenges Goebel, C.J. III, <i>Menlo Innovations</i> Morton, C., <i>Menlo Innovations</i> Demetris, C., <i>Circle D Design</i> <i>Room 103</i>
	Effective Team Management for Interactive Production Zeffer, Doug <i>Enlighten</i> <i>Room 105</i>
	Murphy's Law and Other Web Development Fun Withrow, Jason <i>UsableDevelopment, LLC</i> <i>Room 121</i>
	Lessons Learned While Integrating a New IA Tool Farnum, C., McCarley, T. & Morse, J. <i>Enlighten, Inc.</i> <i>Room 123</i>
11:50 a.m.	Lunch Grab your box lunch and head off to a room for a light demo or lecture from one of our lunchtime sponsors <i>Room 101</i>
12:15 p.m.	Get More Done! Phillips, Mark <i>Vertabase</i> <i>Room 103</i>
12:15 p.m.	Interaction Designers as the Next Generation of Business Leaders Jacoby, Jim <i>Manifest Digital</i> <i>Room 123</i>
12:45 p.m.	Finish your lunch, network with speakers, visit the exhibits. <i>Room 103</i>
1:00 p.m.	Grown-Ups Guide to the Social World of Web 2.0 Welborn-Nichols, Jan <i>Market Arts Creative</i> <i>Room 103</i>
	Landing Pages & Landing Page Testing Techniques Zapata, Cathleen <i>Metrics Marketing Group</i> <i>Room 105</i>
	The History and Evolution of Eye Tracking Mento, Mark <i>SensoMotoric Instruments, Inc</i> <i>Room 121</i>
	Web Accessibility Overview Donnelly, Mary <i>Evantage Consulting</i> <i>Room 123</i>

2:00 p.m.	Evolution & Future of Social Networking Babik, L. and Bielawa, H. <i>Menlo Innovations</i> <div style="text-align: right;"><i>Room 103</i></div>
	Ham, Bacon, and Spam Hass, Joe <i>Hanson, Inc.</i> <div style="text-align: right;"><i>Room 105</i></div>
	In-House Recruiting Made Easy Bledsoe, Cora <i>Quicken Loans</i> <div style="text-align: right;"><i>Room 121</i></div>
	It's Alive! The Rise of the Adaptive Internet Conlin, Michael <i>Polyergic Informatics, LLC</i> <div style="text-align: right;"><i>Room 123</i></div>
3:00 p.m.	Afternoon Break, bookstore, and exhibits <div style="text-align: right;"><i>Morris Lawrence Lobby</i></div>
3:30 p.m.	Social Networks: Achieving Business Success – A Panel Session Christopher Barger, <i>Director, GM Global Communications Technology.</i> Nick DeNardis, <i>Associate Director, Web Communications, Wayne State University.</i> Kelly LaVaute, <i>Social Media Director, Quicken Loans.</i> Shauna Nicholson, <i>Marketing Manager/Ingenuity Engine, Biznet Internet Solutions.</i> Steve Schwartz, <i>CEO Guy, RateMyStudentRental.com, and Co-Founder, Alfa Jango, LLC Software & Marketing.</i> Timothy Keirnan, <i>Jackson National Life Insurance (Moderator)</i> <div style="text-align: right;"><i>Room 103</i></div>
	Branding, Search Engine Optimization, & Usability - Competing Interests and Required Components for Success: A Panel Session Jan Muhleman, <i>President, re:group</i> Laurie Kantner, <i>Vice President of Client Services, Tec-Ed, Inc.</i> Linda Girard, <i>Co-founder and Visionary, Pure Visibility</i> Dan Cooney, <i>Information Architect and owner, Cooney Information Group (Moderator)</i> <div style="text-align: right;"><i>Room 105</i></div>

Map of the Morris Lawrence Building



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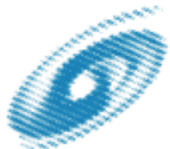
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