



Incorporating User Experience Into Your Projects

Karl Kaufmann @karolus



User experience encompasses all aspects of the end user's interaction with the company, its services, and its products.

-DON NORMAN & JAKOB NIELSEN, NN/G



Introduction

ABOUT ME

- Visual Designer-Print/Branding
- Web Design/IA/Content Strategy
- Drupal Site Building/Architecture



Why UX?

User experience encompasses everything your organization does. After all, government is public service, and without effectively meeting the needs of the public, we're missing our principal mission goal.



UX-Value Proposition

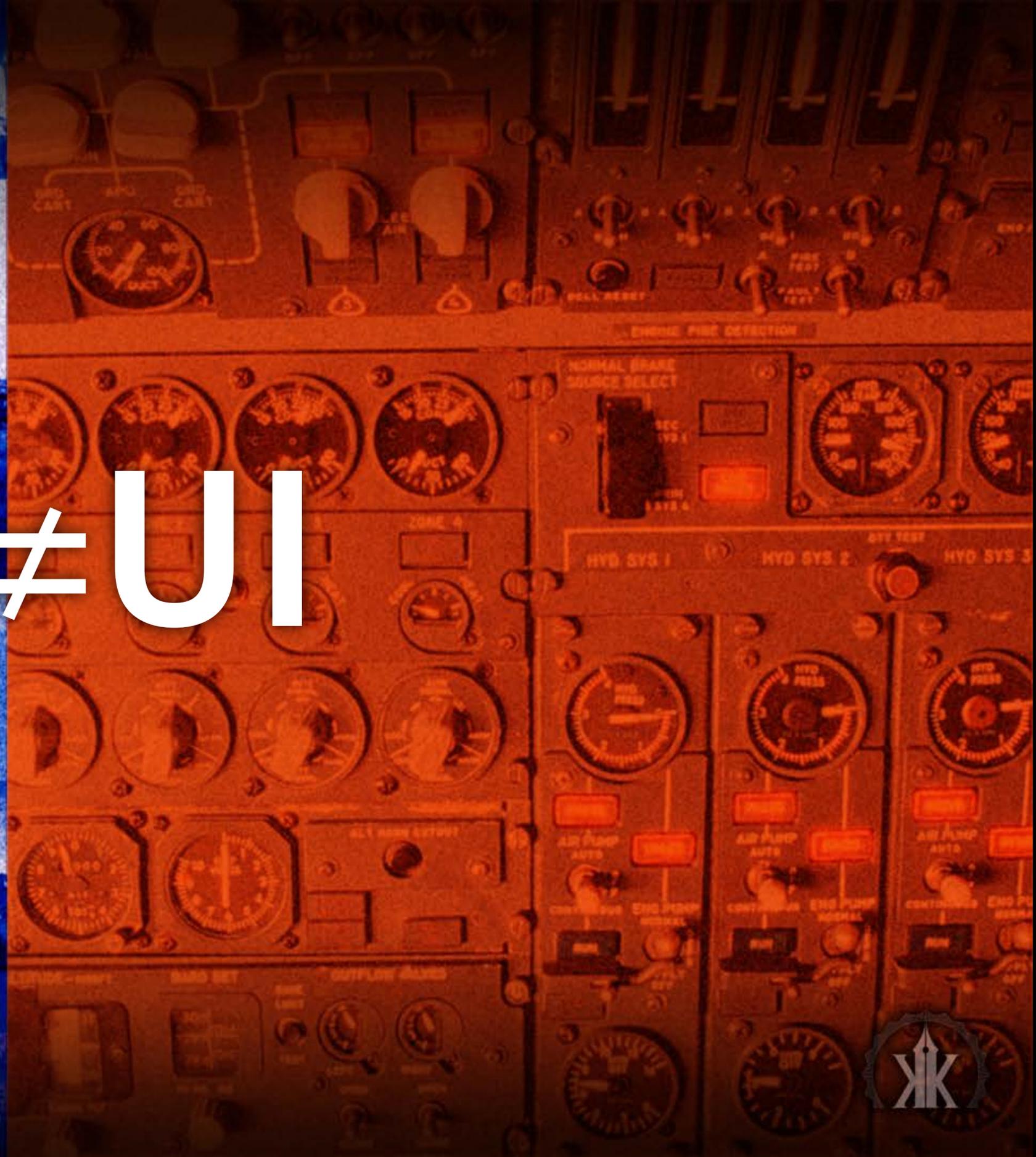
Correctly aligning user experience goals with your organizational goals will:

- Enhance your organization's ability to fulfill its mission
- Enable users to more quickly achieve their goals
- Empower greater community engagement





UX ≠ UI



CONTENT



UI



UX



UX ≠ UI

How UX Wants to Be Seen

Field Research
Face to face interviewing
Creation of user tests
Gathering and organizing statistics
Creating personas
Product design
Feature writing
Requirement writing
Graphic arts
Interaction design
Information architecture
Usability
Prototyping
Interface layout
Interface design
Visual design
Taxonomy creation
Terminology creation
Copywriting
Presentation and speaking
Working tightly with programmers
Brainstorm coordination
Design culture evangelism

SOURCE: Erik Flowers <http://uxisnotui.com>

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UX ≠ UI

What does UX actually mean? The various UX roles that a person can fulfill are plentiful. Some are whole jobs, some whole careers; others are tactical roles that we all move in and out of.

What so many UX designers would like you to remember is that UX is not just UI design.

SOURCE: Erik Flowers <http://uxisnotui.com>





UI Impacting UX



NL93012



CHALLENGES

- Widely different tasks grouped together
- No tactile difference- impossible to tell by touch

Landing Light Control

Wing Flap Control



UI Challenges-Takeaways

Coming in on final approach in a B-17, the pilot asked for landing lights. The flaps were over one-half down and we were about 2,500 feet short of the runway. When reaching for the landing lights the flap switch was accidentally hit, knocking the flaps up causing the [aircraft] to mush into the ground. Major damage was done to the plane.

I think this could have been prevented had the switches been further apart.

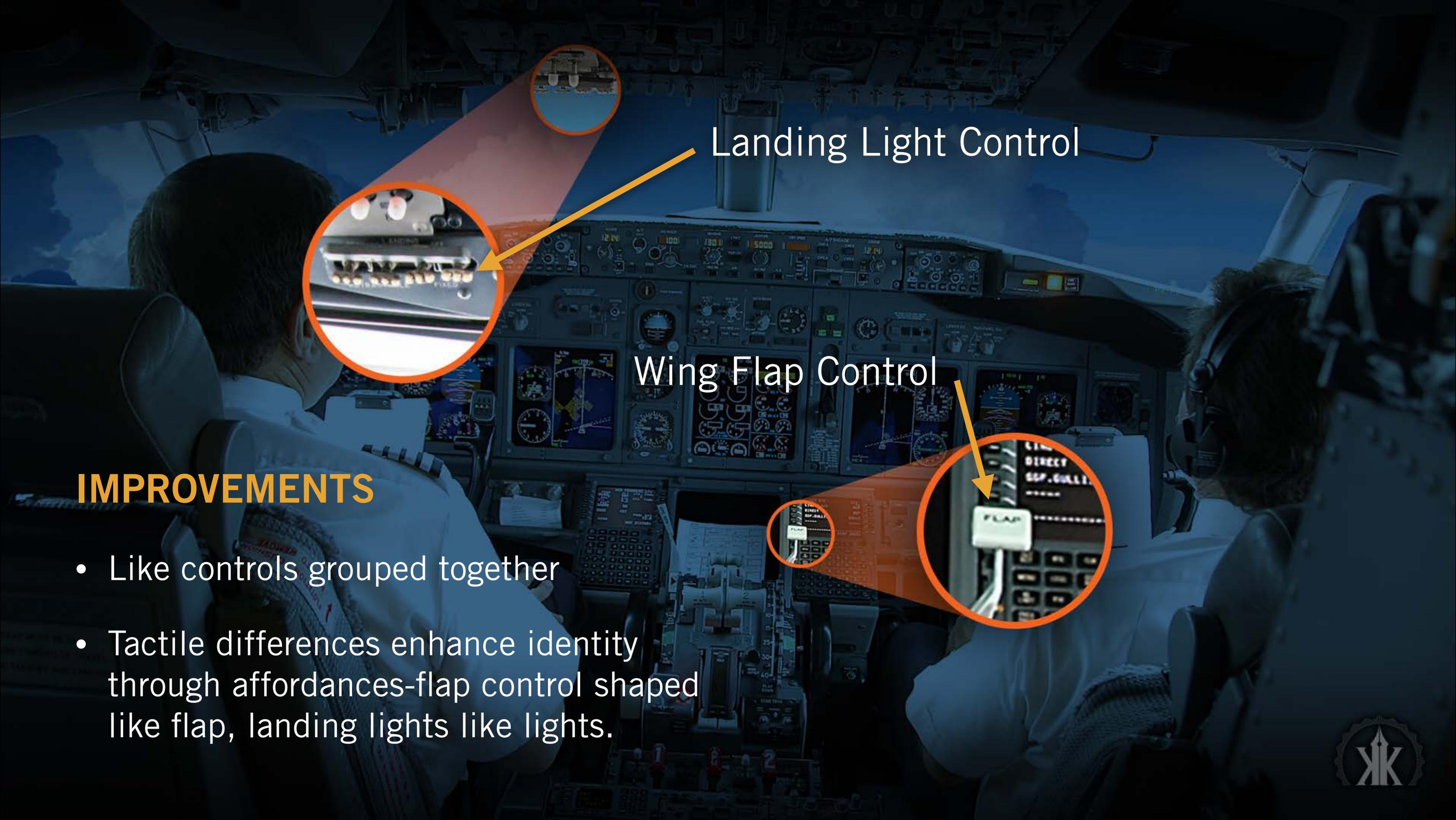
SOURCE: Kim Vicente, *The Human Factor: Revolutionizing the Way We Live with Technology*, Knopf Canada



UI Improving UX







Landing Light Control

Wing Flap Control

IMPROVEMENTS

- Like controls grouped together
- Tactile differences enhance identity through affordances-flap control shaped like flap, landing lights like lights.



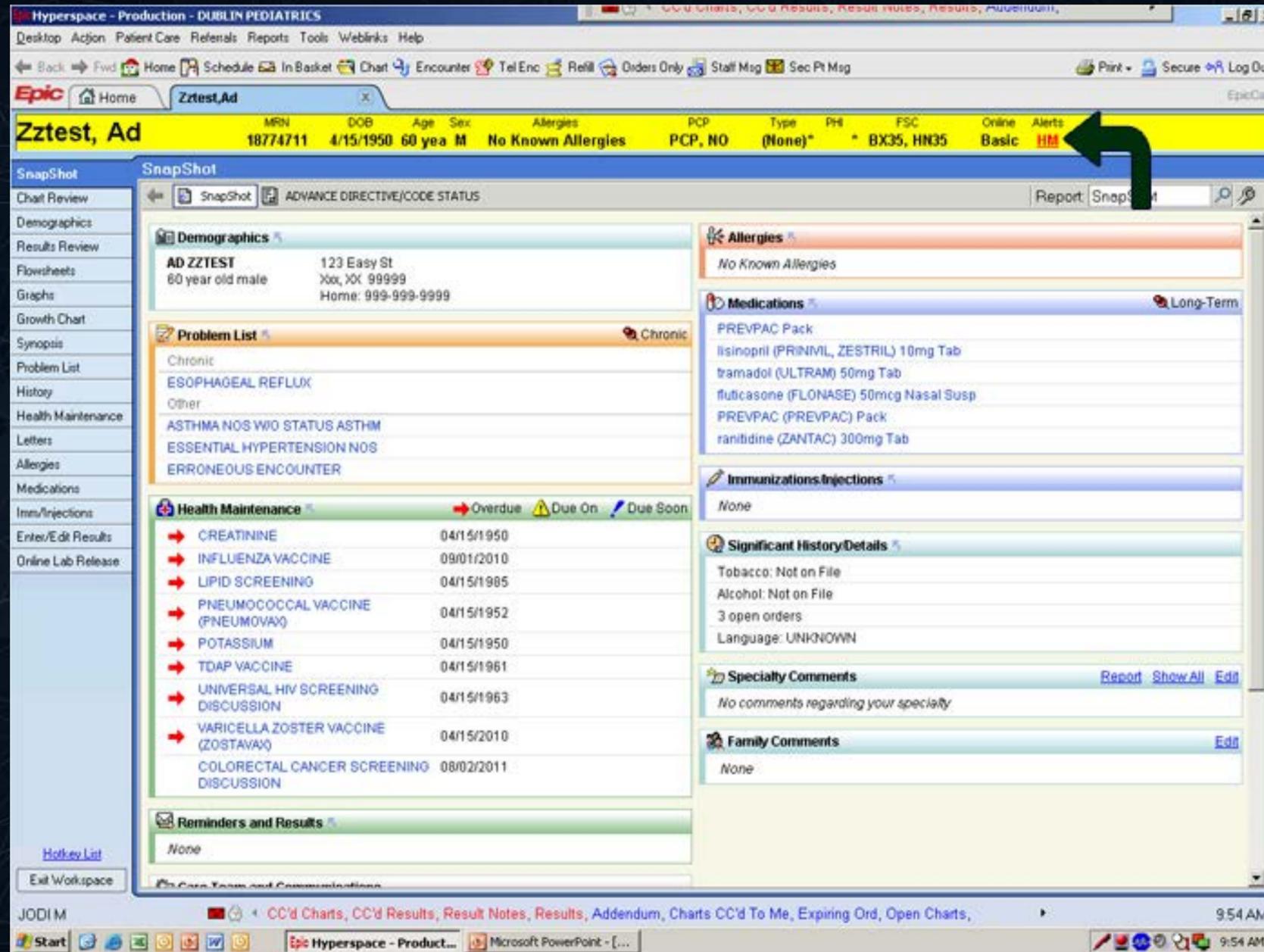
UI Improvements-Takeaways

- Almost all pilots in the studies during World War II indicated making some type of error, regardless of their experience level
- Designers didn't pay enough attention to the human factor
- Accidents could be avoided by tailoring to the human factor—providing a way to guide to better decisions
- Affordances like the examples shown help to decrease cognitive load

SOURCE: Kim Vicente, *The Human Factor: Revolutionizing the Way We Live with Technology*, Knopf Canada



Challenging Web UX

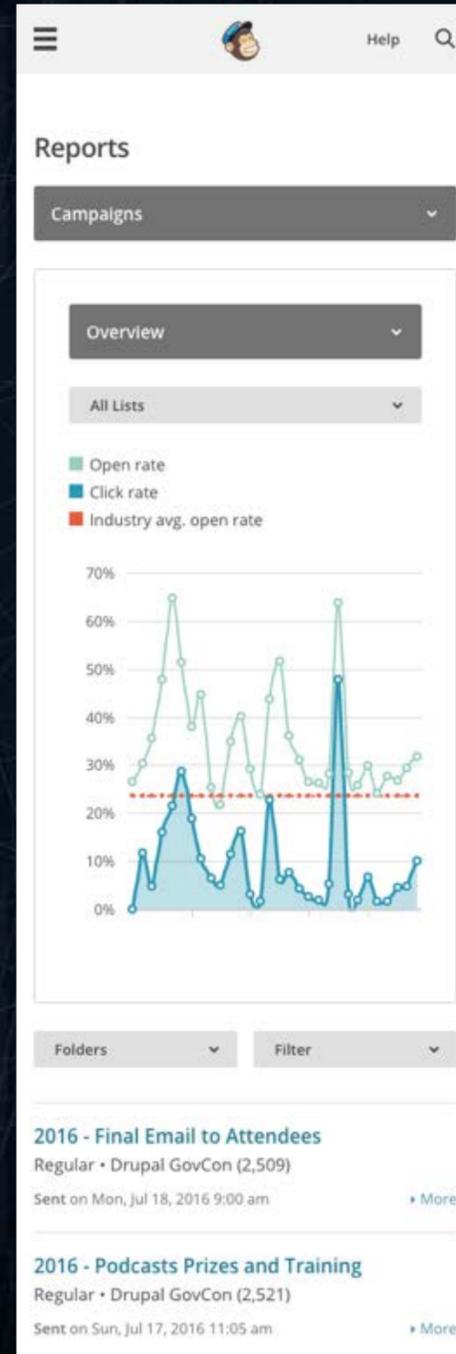
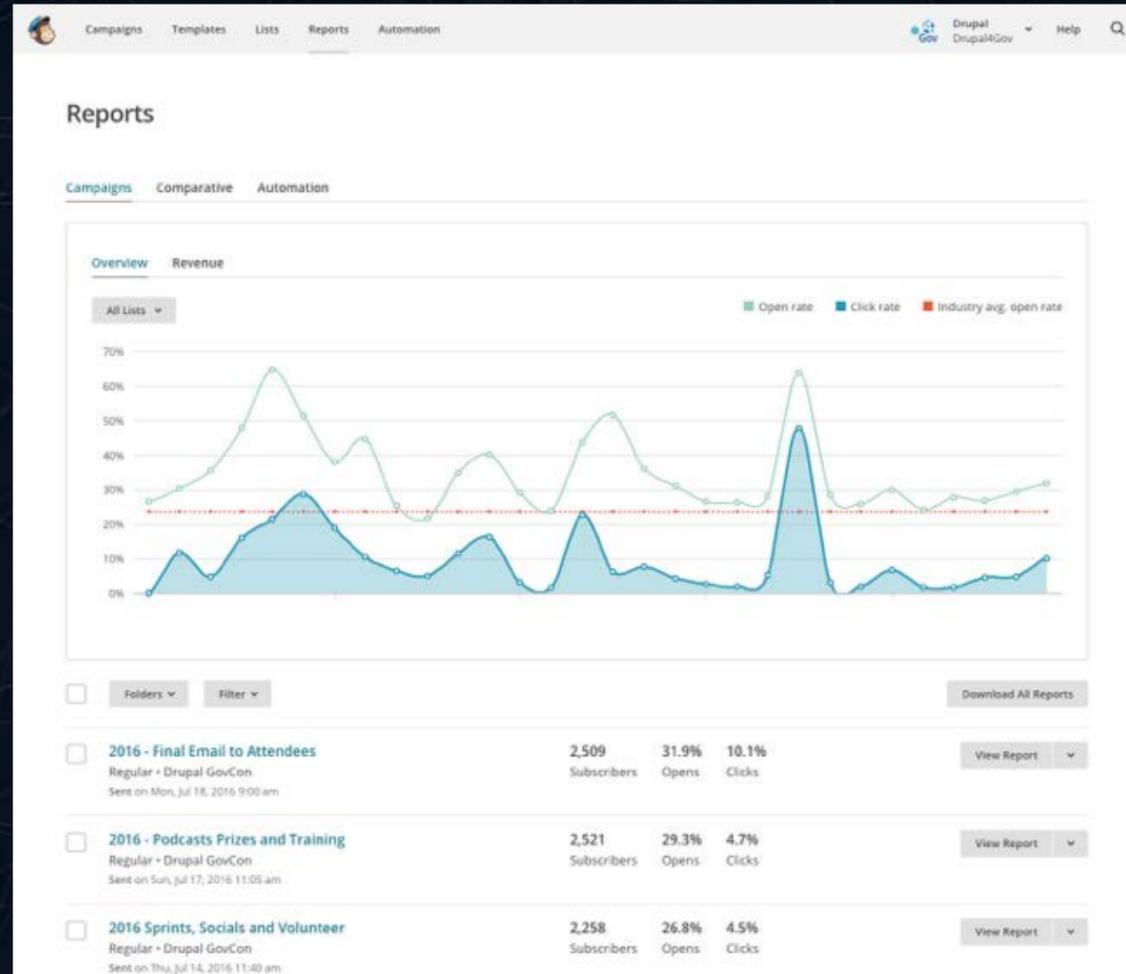


- Example of design still troublingly prevalent in medical field
- Arrow indicates critical alert, that's easily overlooked
- In this case, high staff cognitive load coupled with poor UX resulted in accidental patient death

SOURCE: Jonathan Shariat, How Bad UX Killed Jenny, medium.com



Excellent Web UX



- Clear, balanced layout, smart use of negative space avoids information overload
- Content hierarchy readily apparent—overview, with clear links to more for each item
- Affordances for interactivity and format limitations



What it Means for Us

- Like the aircraft examples, UX challenges don't require revolutionary technology
- Using empathy to help users achieve their goals helps us help them—making us partners working toward a common goal
- As with the UI improvements in the aircraft, it often requires minimal technological or development investment
- Rapid iteration and prototyping can help enhance your existing projects, as well as those starting out



Principles of UX



Principles of UX

Considering how broad the field UX encompasses, it's wise to break it down into segments:

- **Useful**
- **Usable**
- **Desirable**
- **Findable**
- **Accessible**
- **Credible**
- **Valuable**



SOURCE: Peter Morville, Semantic Studios, http://semanticstudios.com/user_experience_design/



Principles of UX-Expanded

USEFUL

As practitioners, we can't be content to paint within the lines drawn by managers. We must have the courage and creativity to ask whether our products and systems are useful, and to apply our knowledge of craft + medium to define innovative solutions that are more useful.



Principles of UX-Expanded

USABLE

Ease of use remains vital, and yet the interface-centered methods and perspectives of human-computer interaction do not address all dimensions of Web design. In short, usability is necessary but not sufficient.



Principles of UX-Expanded

DESIRABLE

Our quest for efficiency must be tempered by an appreciation for the power and value of image, identity, brand, and other elements of emotional design.



Principles of UX-Expanded

FINDABLE

We must strive to design navigable web sites and locatable objects, so users can find what they need.



Principles of UX-Expanded

ACCESSIBLE

Just as our buildings have elevators and ramps, our web sites should be accessible to people with disabilities (more than 10% of the population). Today, it's good business and the ethical thing to do. Eventually, it will become the law.



Principles of UX-Expanded

CREDIBLE

Thanks to the Web Credibility Project, we're beginning to understand the design elements that influence whether users trust and believe what we tell them.



Principles of UX-Expanded

VALUABLE

Our sites must deliver value to our sponsors. For non-profits, the user experience must advance the mission. With for-profits, it must contribute to the bottom line and improve customer satisfaction.



Process

SAVED CONTENT



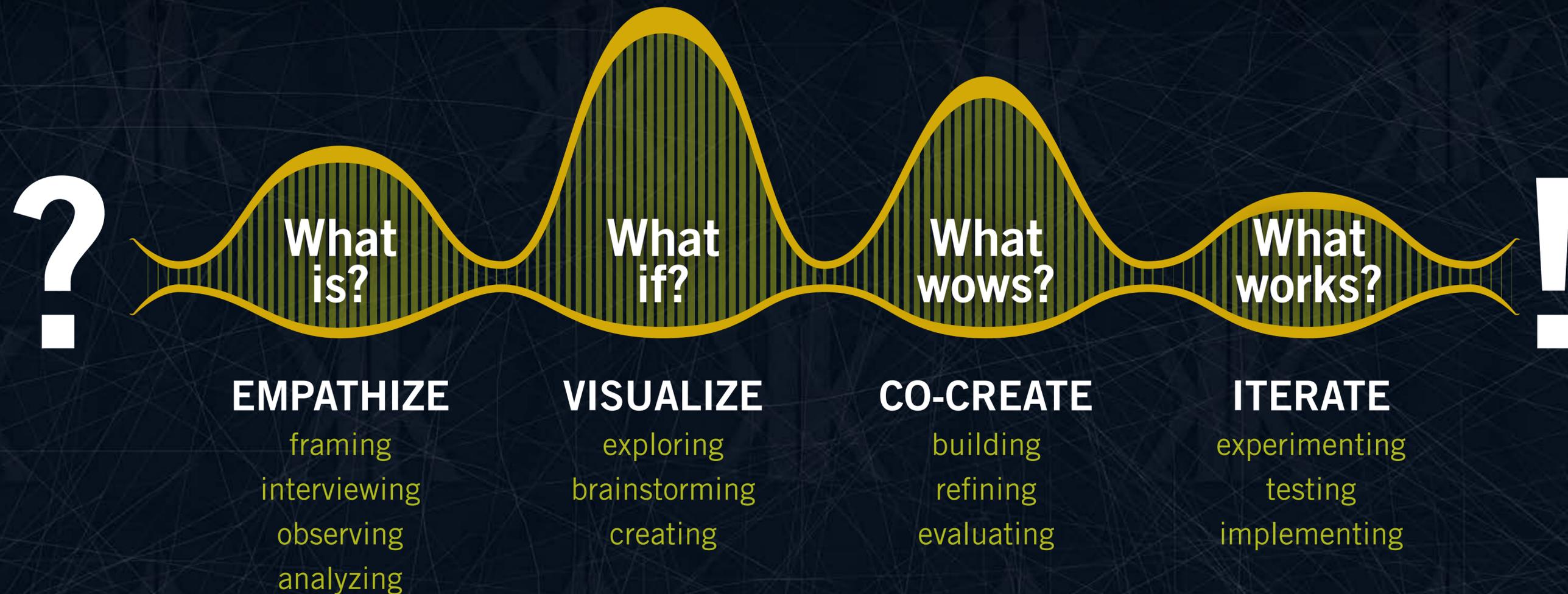
BLOCK/CHUNK



BLOCK/CHUNK



Process



Design Thinking: A framework from which to launch your UX initiatives.

SOURCE: IDEO, Stanford d.school



Design Thinking Process

PROCESS OVERVIEW

- **WHAT IS?** Empathize: framing, interviewing, observing, analyzing
- **WHAT IF?** Visualize: exploring, brainstorming, creating
- **WHAT WOWS?** Co-create: building, refining, evaluating
- **WHAT WORKS?** Iterate: experimenting, testing, implementing



Design Thinking Process-1

EMPATHIZE

WHAT IS—This begins by framing the challenge—uncovering a key problem to remedy. Finding out what is a given problem. By careful interviewing, base assumptions can be revised/validated. **Of principal importance here is effective interviewing—becoming childlike in repeatedly asking why, and not leading on interviewees.** It requires a mindset where the design thinkers know nothing, and the interviewees (users) everything, not allowing prejudices to creep in and hamper the discovery of the key question to solve.



Design Thinking Process-2

VISUALIZE

WHAT IF—Especially on short time frames, it's easy to reach for an obvious solution, which can become repetitive. Design thinking works to avoid this by **requiring many solutions to a given problem be generated, and evaluated while withholding judgment.** This allows for more possibilities, by breaking down preconceptions we may not be aware of. Framing possibilities in the context of what if [this idea solved]...



Design Thinking Process-3

CO-CREATE

WHAT WOWS—Narrowing down the generated visualizations, and building quick prototypes helps validate solutions. A rapid process is key here—making quick prototypes to test, not high-fidelity mocks. This allows for experimentation and refinement with little emotional and resource expenditure. **By leveraging team members, more ideas can be generated more quickly than even a skilled practitioner working alone.** By finding what wows (delights/satisfies) a user in this fashion, successful iterations can then proceed.



Design Thinking Process-4

ITERATE

WHAT WORKS—combining the refined research and prototypes into a **workable solution that can be quickly tested**. Again, although the solution is more refined, it's still important to allow modification/revision—as will be informed by thorough testing and real-world experience. If successful, there will be a shippable product/service. If not, perhaps cycling back to more user research and testing will be needed to solve the challenge.



Design Thinking Takeaways

- Method to solve “wicked problems” that may seem intractable
- Allow for UX design work on a budget—extrapolate from a small sample in a short time frame
- Focuses on qualitative vs. quantitative. More holistic than pure statistics
- Basic requirements lower barriers to entry, allowing greater participation
- Imposing rapid timeframes generate ideas quickly, force out-of-box methods
- Best not approached as dogma, but to adapt to your specific use case
- Only the start—not a substitute for the formal UX design work



Design Thinking-Example

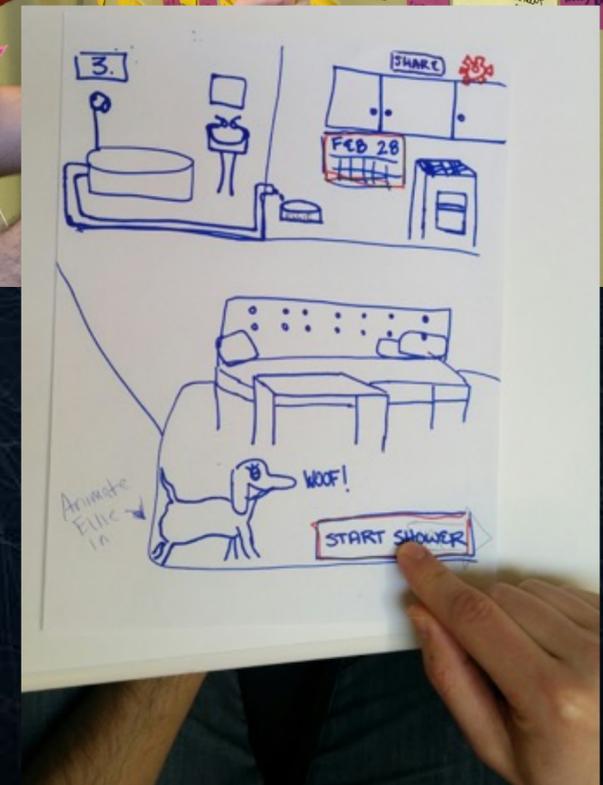
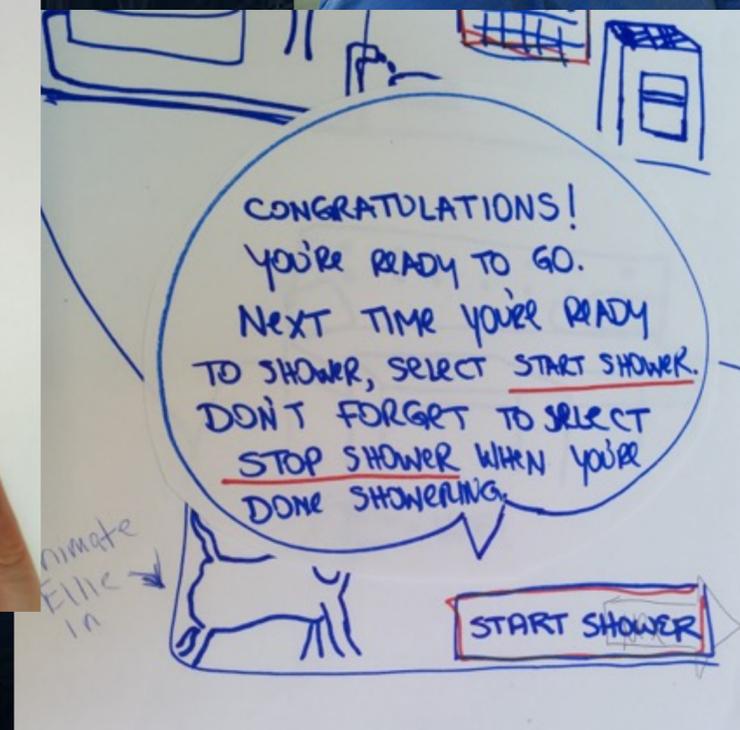
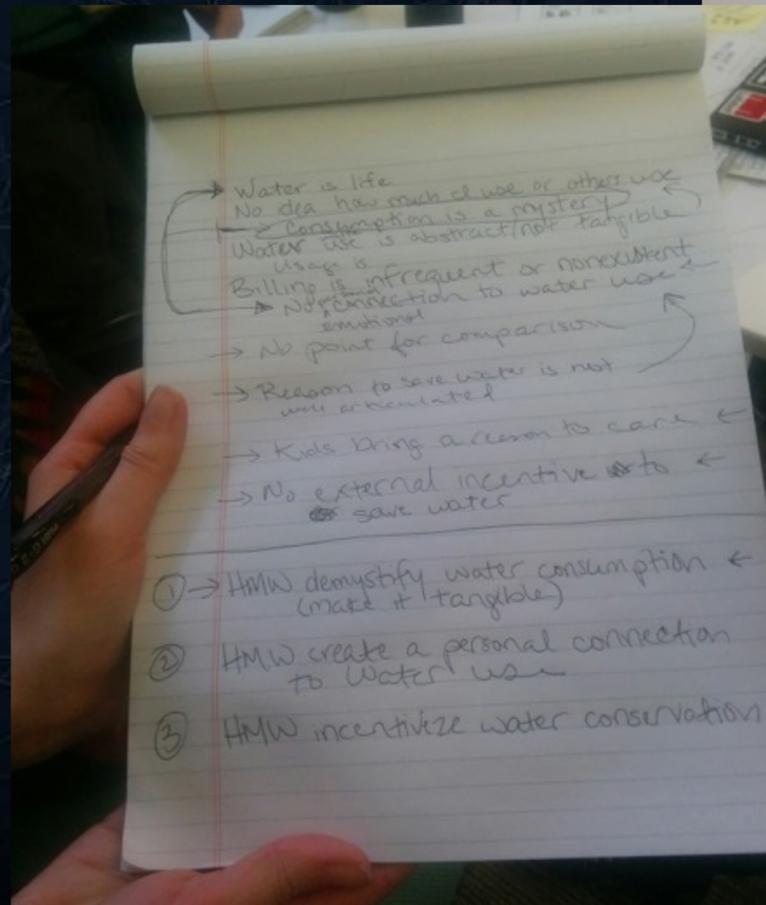
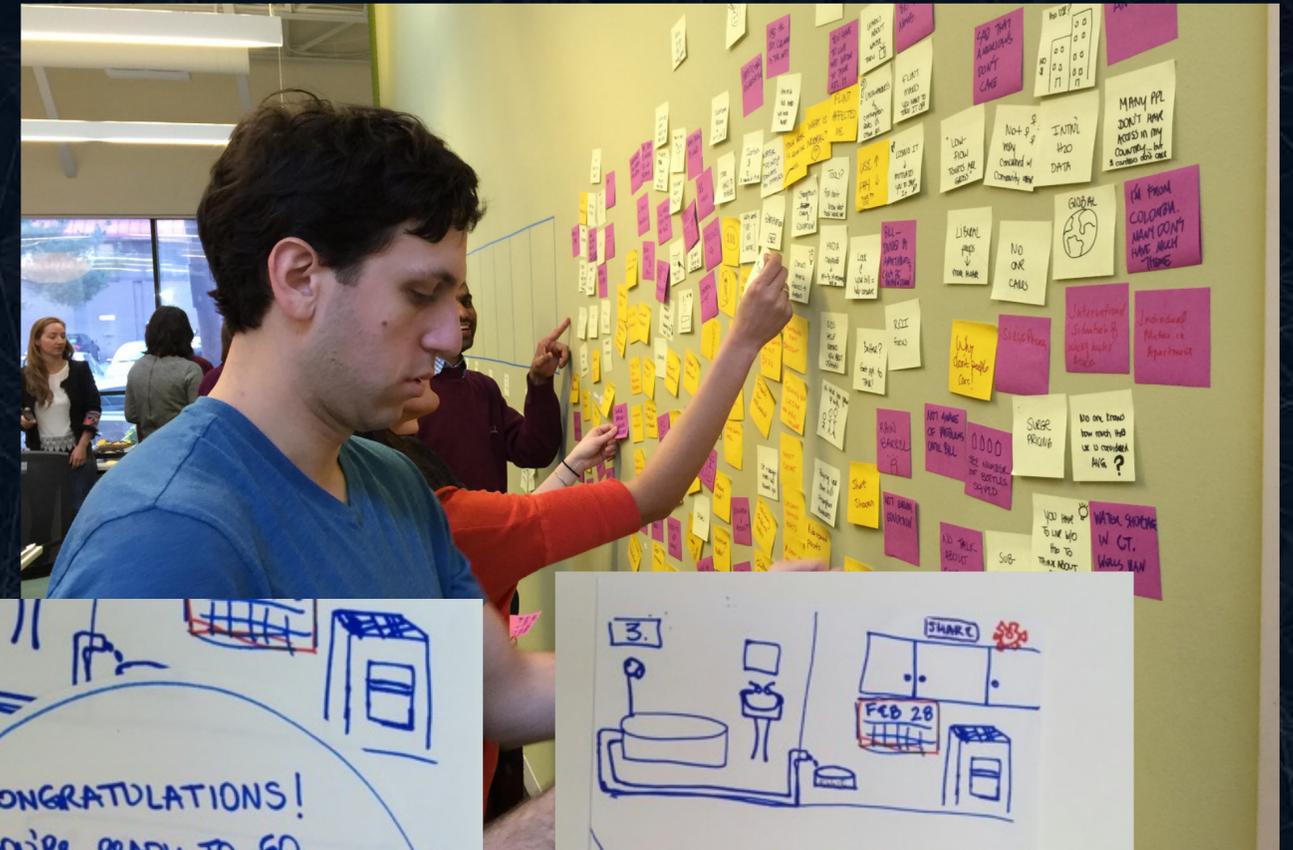
PARCHED PUPPY WATER CONSERVATION CONCEPT

- Created during the Global Service Jam 2016 held in Washington, DC, a project that would need to go from concept to working prototype in a 48-hour timeframe.
- Demonstration of DT process used to find novel solutions to water conservation challenges.



Design Thinking-Example

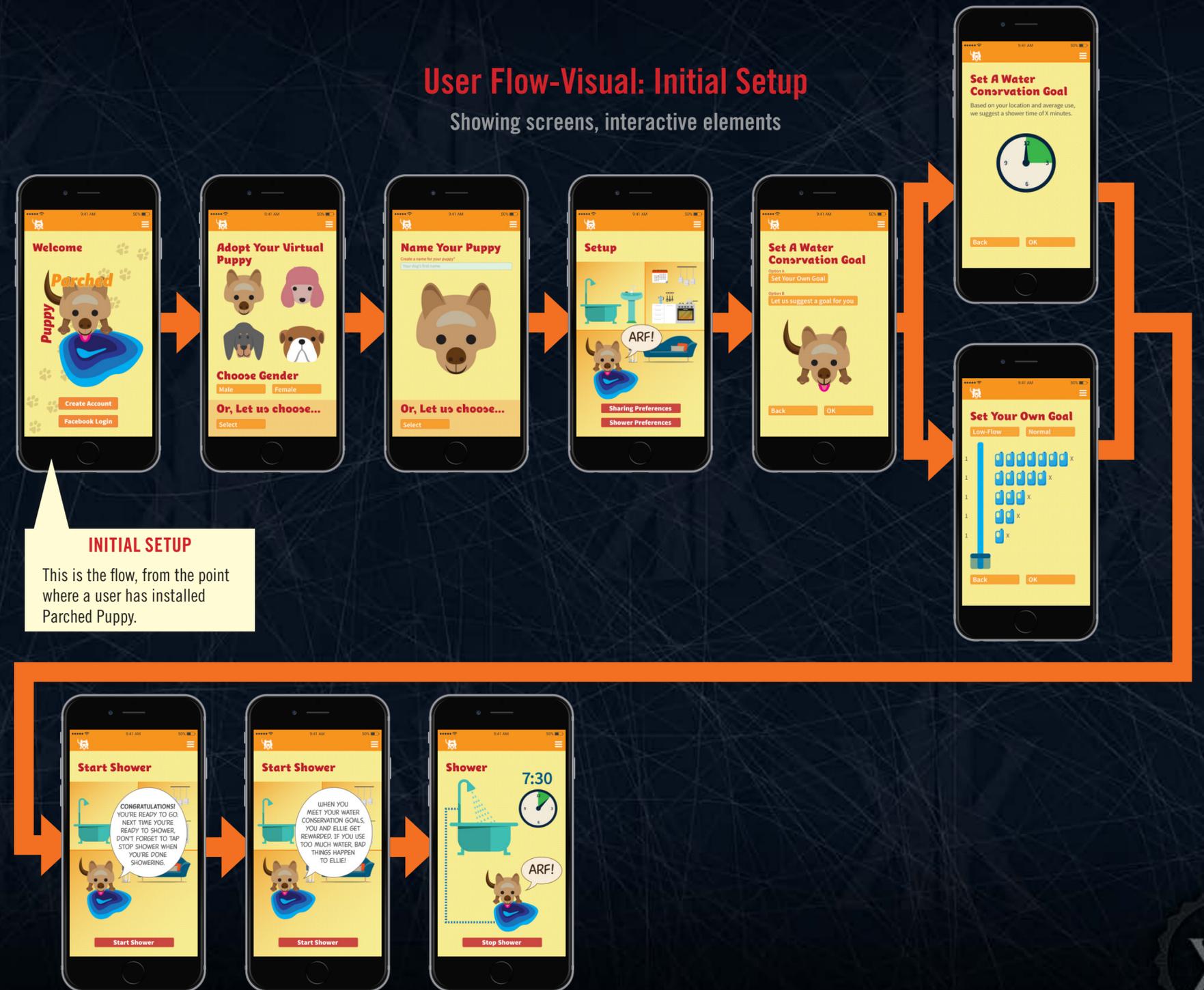
Rapid pace necessitates non-linear process, short research, fast, throw-away deliverables to get to working final prototype.



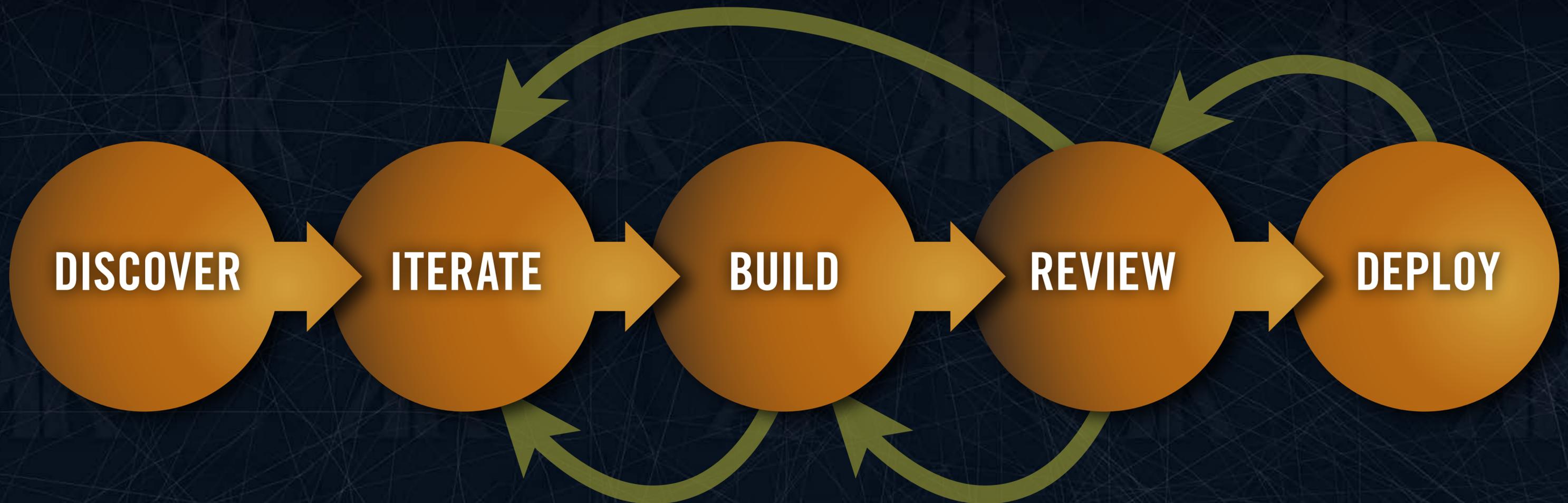
Design Thinking-Example

The iterative framework can be expanded to a more finished prototype for validation quickly.

Focusing on the user from the outset helps anticipate many potential challenges.



My Process



Empathy for **all** project members is key—as well as leaving the fear to be wrong behind. Rapid iteration and close collaboration.



Discover

- User and stakeholder interviews—find the actual goal, not a vague desired result
- Requirements gathering
- Securing buy-in from key stakeholders
- Personas—don't have to be elaborate, but offer an effective method to gauge the effectiveness of your product in real-world situations



Discover-Tool Set

- Whiteboard
- Post-Its
- Paper
- Interviewing aids-recorders

Website Design/Redesign Questionnaire

Introduction
Your input and collaboration is key to a successful project. This questionnaire will help you organize and identify the overall goals of your Web presence design/redesign. Although lengthy, it is of great help in sketching out important project details and setting a blueprint for success. Answering the following questions gives us important direction in understanding the scope of work for this project, and helps us successfully reach your goals faster.

1. GENERAL INFORMATION

1. What is the name of your company and your current (or intended) URL?
2. Who are the primary contacts from your organization, and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.
3. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (for example, PR launch, tradeshow, annual report)?
4. Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

2. CURRENT SITE (IF APPLICABLE)

1. Do you feel your current site promotes a favorable user experience? Why or why not?
2. What specific areas of your current site do you feel are successful? Why are they successful?
3. What shortcomings exist with the current site, and what three things would you change on the site today if you could?
4. Have you conducted usability tests or gathered visitor feedback for your current site? If so, how long ago? Please include any reports or findings.
5. How important is it to maintain your current look and feel, logo, and branding?

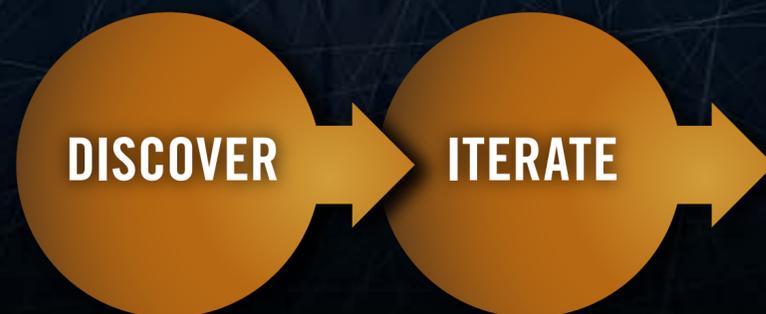
 KARL KAUFMANN
www.karlkaufmann.com | 202-558-5327

DISCOVER



Iterate

- Incorporate research and requirements into prototype
- Use (low fidelity) tools that allow you to rapidly test ideas
- Sprints are excellent methods to generate ideas
- When possible, involve stakeholders here as well.



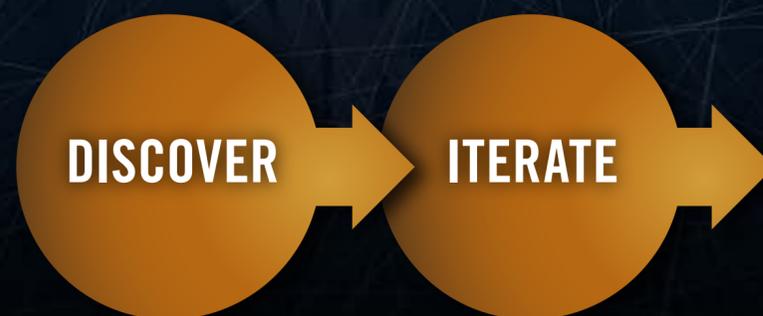
Iterate-Tool Set

SUGGESTED TOOLS

- Paper Templates
- Whiteboard
- Post-Its
- Low-fidelity digital comping tools



N.B. Focus on this stage is rapid generation. Avoid being sucked into drawn-out processes. If need be, devise sprints or short time limits.



Build

- Incorporate your best prototype(s) into your product
- Test repeatedly, and as often as feasible
- Guerilla UX—random testing can uncover valuable insights
- Modularity—use systems that allow for easy modifications
- If major issues are discovered—iterate again!



Build-Tool Set

SUGGESTED TOOLS

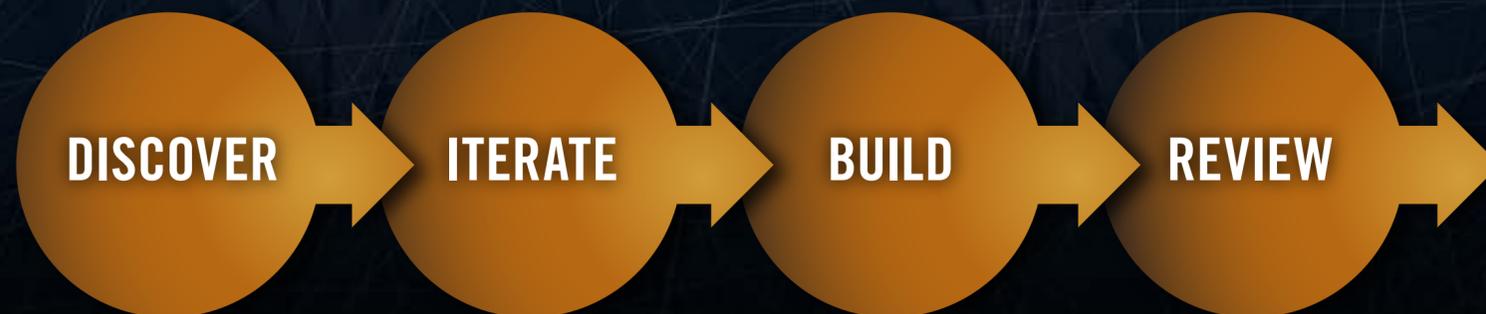
- Code/Image editors of choice
- Spirit of collaboration—do what you can to break down barriers between team members (and clients)
- Array of devices the product will be used on

N.B. Allow your builds to be revised, if at all possible. Developing tunnel vision on a given path can have disastrous consequences.



Review

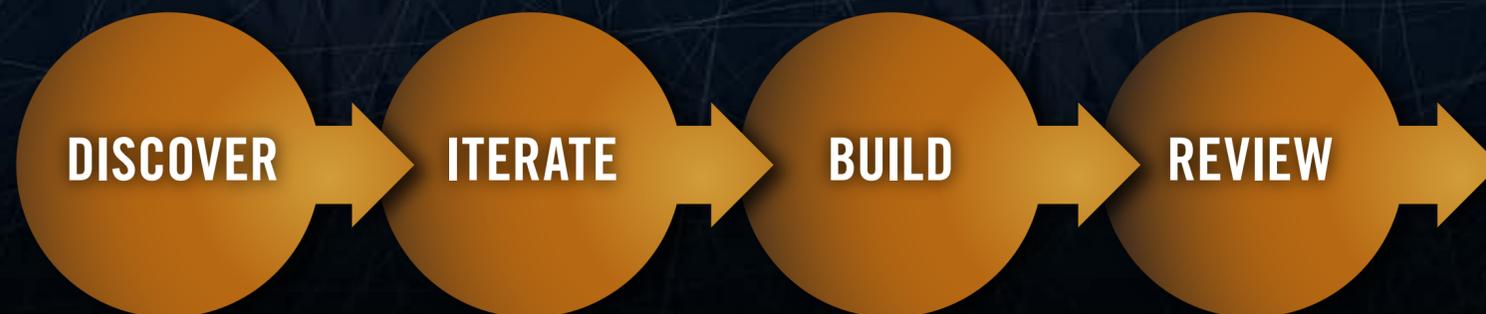
- Functional testing—will the product perform as advertised?
- User testing—getting the project into the hands of actual users is one of the fastest ways to gauge overall effectiveness
- Security—thorough reviews in real-world cases is essential.
- If major issues are discovered—rebuild and/or iterate!



Review-Tool Set

SUGGESTED TOOLS

- Array of devices and browsers to reflect user base
- Account for low bandwidth and other technical challenges
- User testing—make sure the product performs as required, and make necessary adjustments, if needed.



Deploy

- Once major requirements are successfully fulfilled, launch
- Continual attention to users is essential, whether by the client, or by you. In a constantly changing user landscape, what may have been clear during discovery may now be cloudy.
- If major issues are discovered—review the project, and adapt as needed!



Deploy-Tool Set

SUGGESTED TOOLS

- Software/hardware of choice
- Analytics observations
- Stakeholder feedback

N.B. The UX process doesn't stop here—the path is for continual improvement over the life of the product.



Project Example



UXPA International 2016

- Conference site, built from ground-up in Drupal
- Required custom coding to interact with main site
- Demanding UX-centric user base
- Due to prior experience, no printed program would be used
- Careful balance of performance and features



UXPA International 2016

The desktop website layout features a teal header with the UXPA logo and navigation links: Register, Program, Stay, Why Attend, Contact, Sponsors. The main hero section displays a Seattle skyline with the text "SEATTLE 2016 MAY 31-JUNE 3" and "Register Today Sponsor" buttons. Below this is a section titled "Join Hundreds of UX Professionals" with a paragraph of text and a "See Our Speakers" button. A teal bar contains a countdown timer: "048:23:34:0" (48 days, 23 hours, 34 minutes and 0 seconds left). The "Keynote Speakers" section shows two speakers: Nick Finck and Kelly Goto. Below are three columns: "Stay" (location), "Why Attend" (benefits), and "Important Dates" (calendar). The "Meet Your Conference Team" section features two team members: Lorie Whitaker (Chair) and Oma Anicello (Co-Chair). The footer includes the UXPA logo, social media icons, and copyright information.

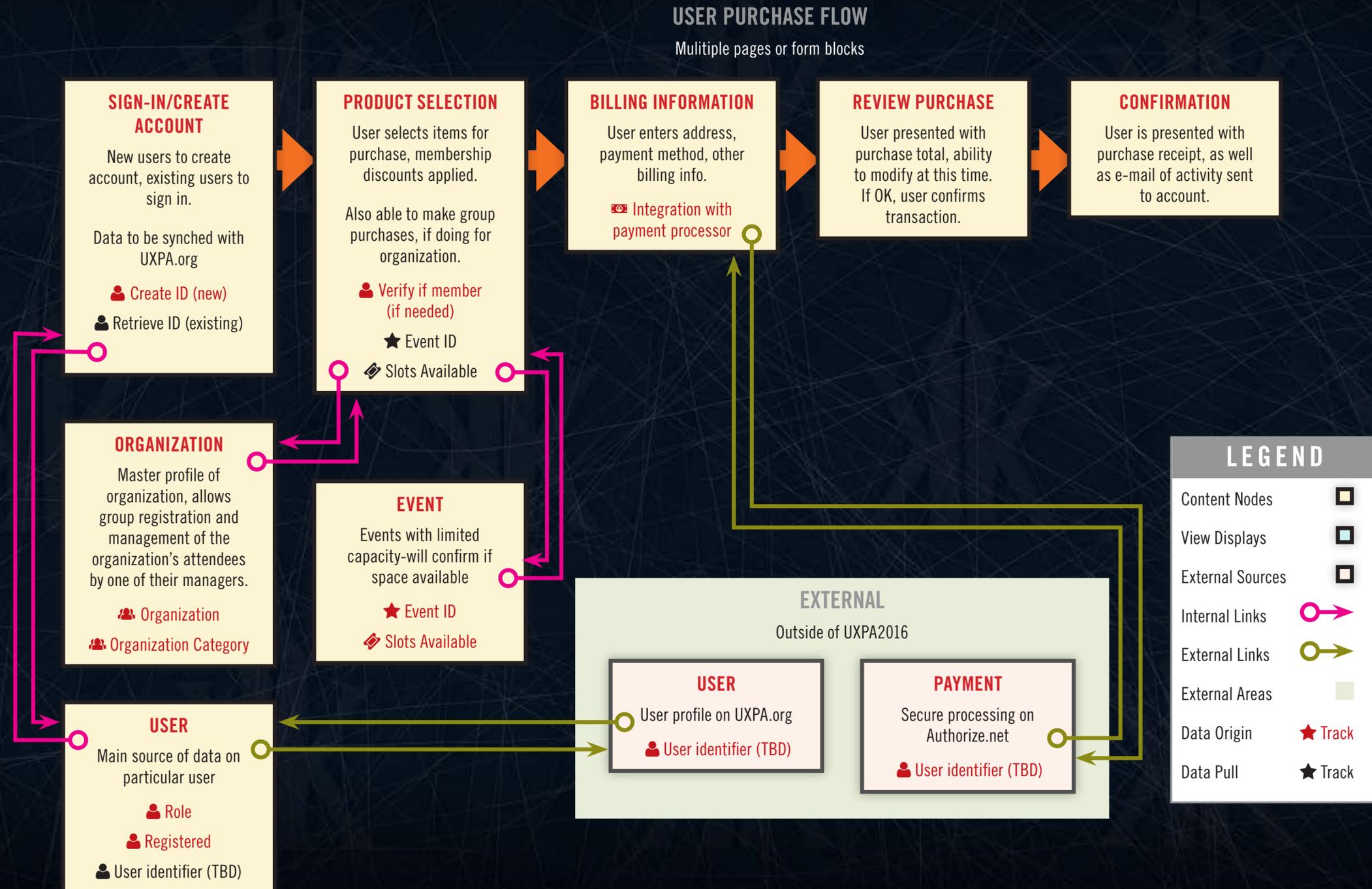
The tablet website layout is a responsive version of the desktop site. It features the same teal header and hero section. The "Join Hundreds of UX Professionals" section is present. The teal bar contains a countdown timer: "048:22:54:45" (48 days, 22 hours, 54 minutes and 45 seconds left). The "Keynote Speakers" section is visible. The "Stay", "Why Attend", and "Important Dates" sections are also present. The "Meet Your Conference Team" section is visible. The footer includes the UXPA logo, social media icons, and copyright information.

The mobile website layout is a responsive version of the desktop site. It features the same teal header and hero section. The "Join Hundreds of UX Professionals" section is present. The teal bar contains a countdown timer: "048:22:54:45" (48 days, 22 hours, 54 minutes and 45 seconds left). The "Keynote Speakers" section is visible. The "Stay", "Why Attend", and "Important Dates" sections are also present. The "Meet Your Conference Team" section is visible. The footer includes the UXPA logo, social media icons, and copyright information.



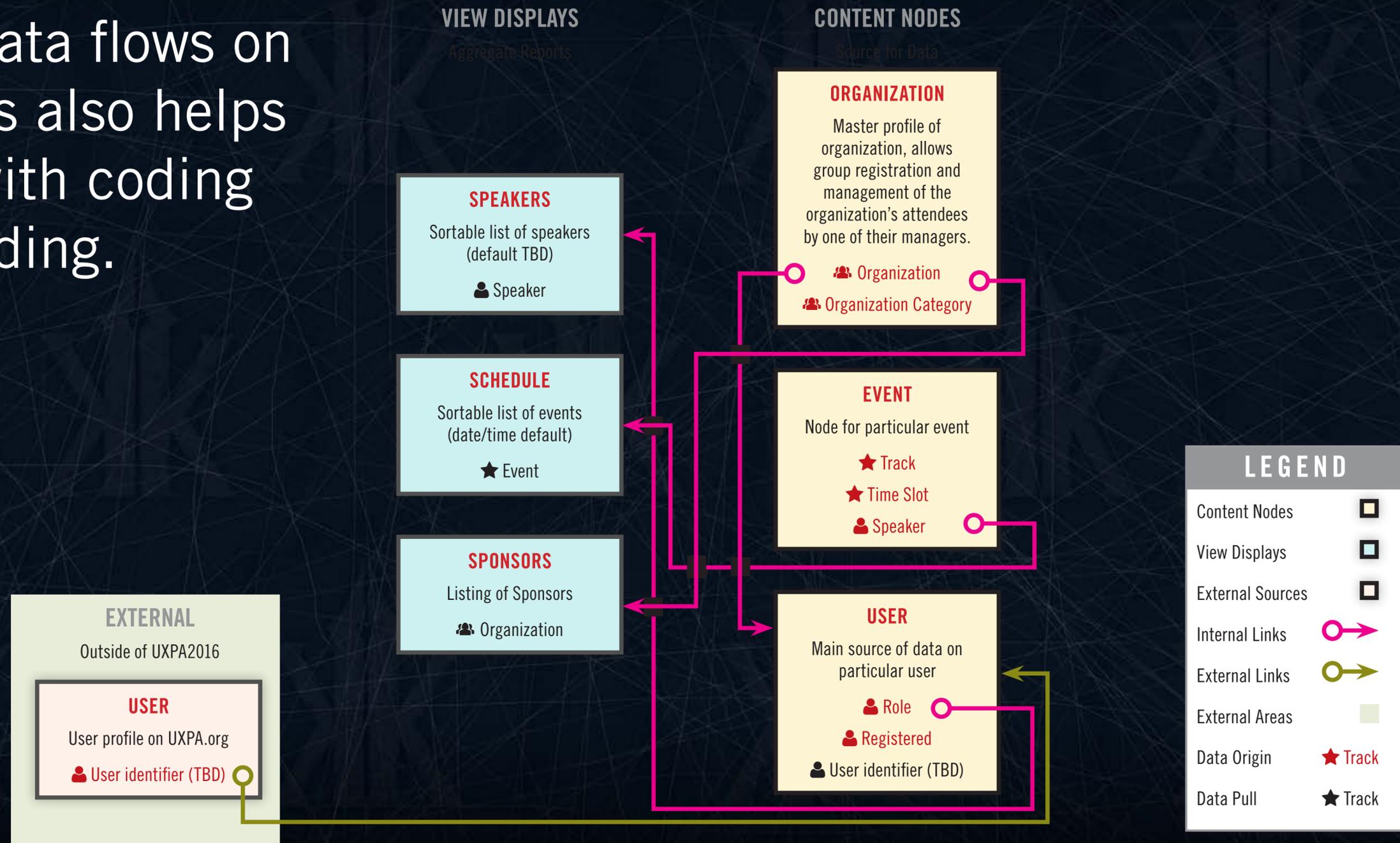
User Flow

Creating visual flows helps stakeholders see the steps involved, and anticipate and resolve issues before launch.



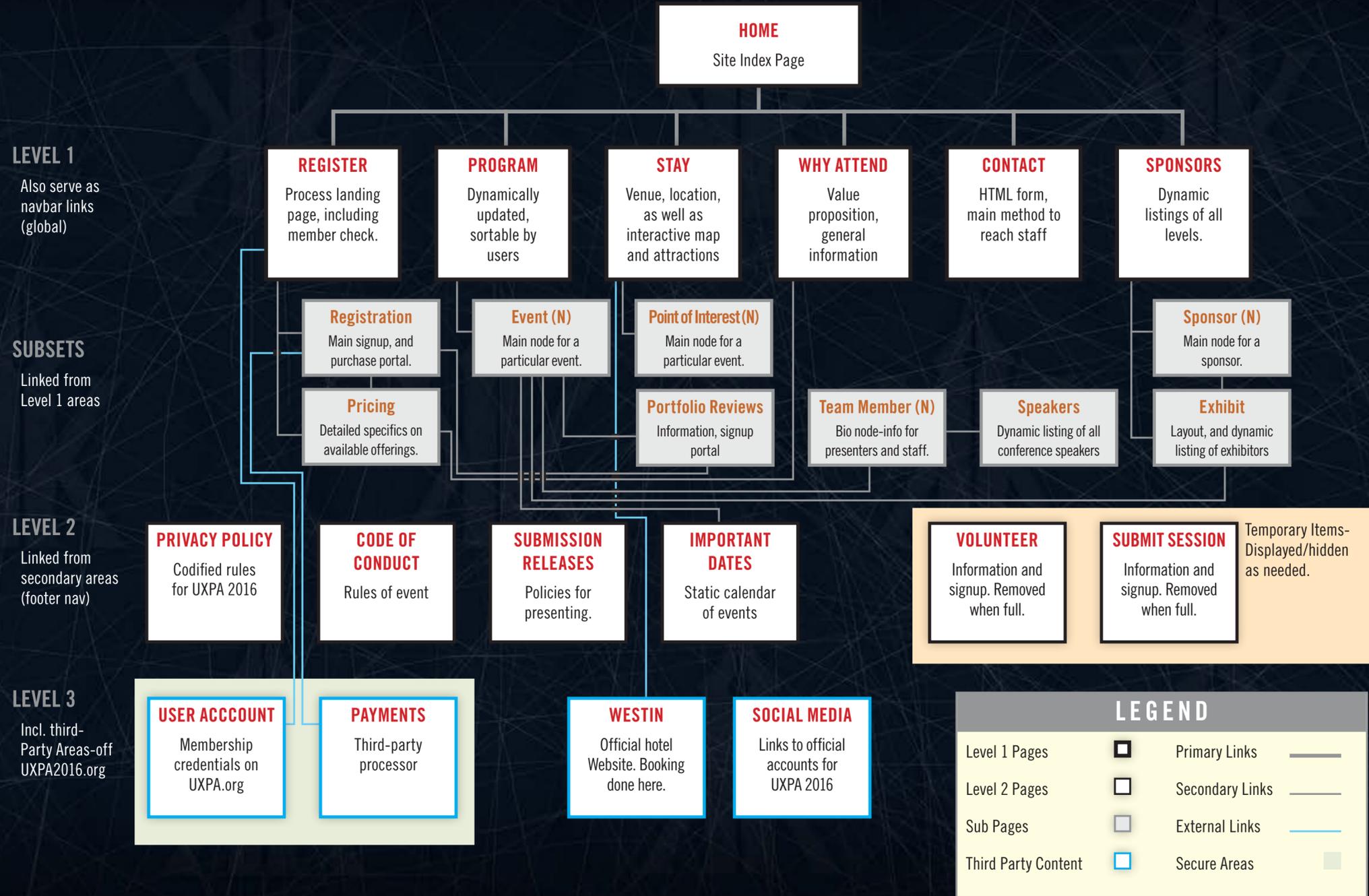
Data Flow

Visualizing data flows on complex sites also helps immensely with coding and site building.



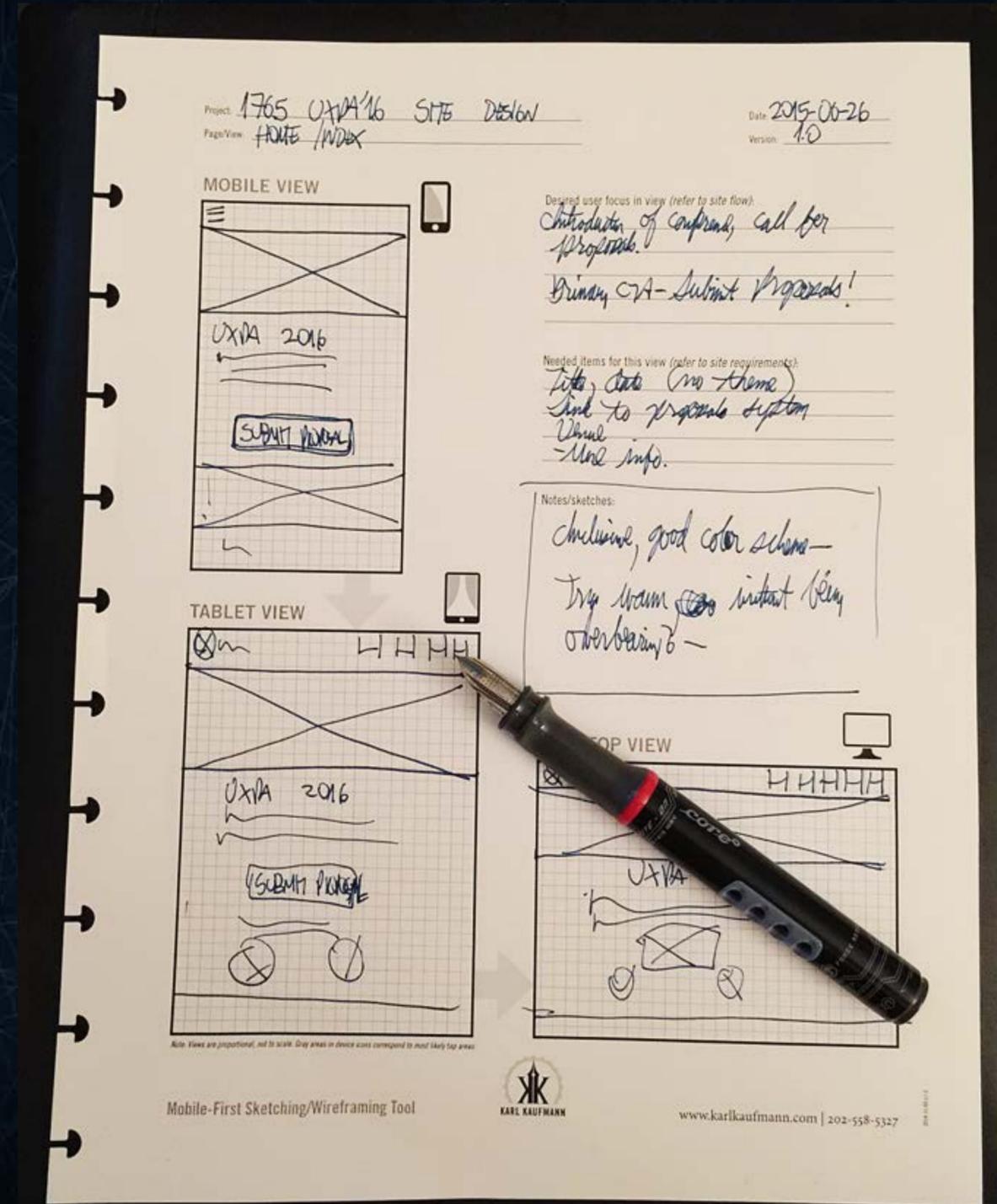
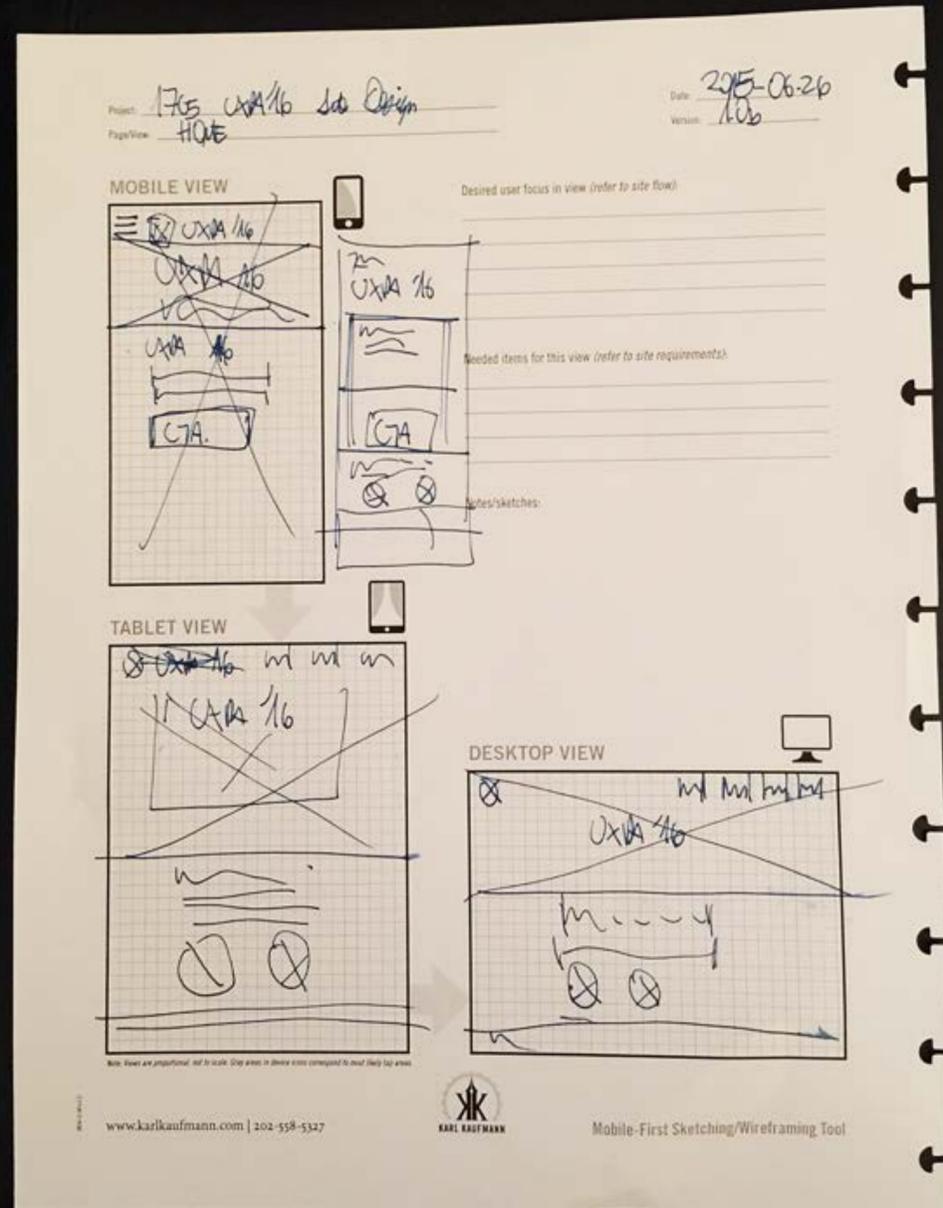
Site Architecture

Necessary, but often neglected. Excellent way to improve UX and find possible issues, of all sorts.



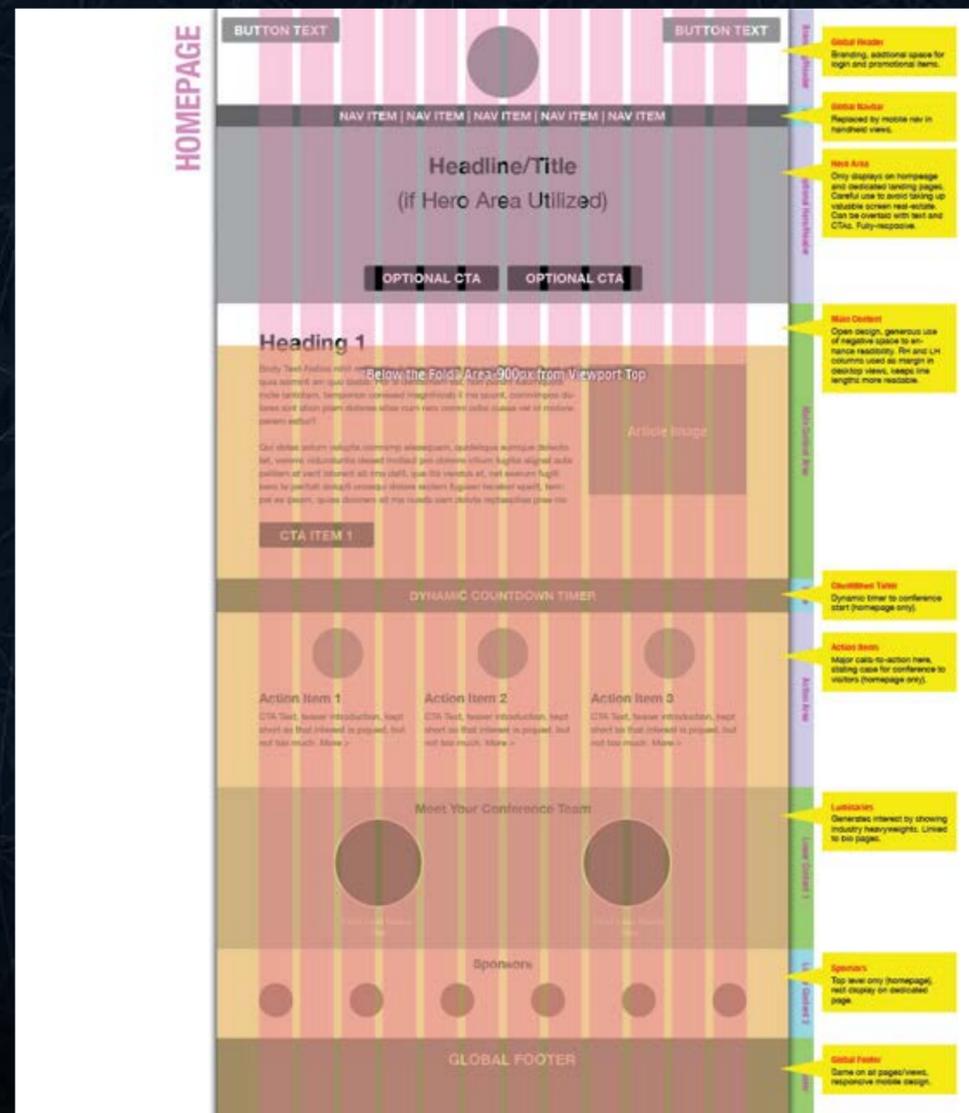
UXPA 2016-Comping

Rapid paper iteration to start.



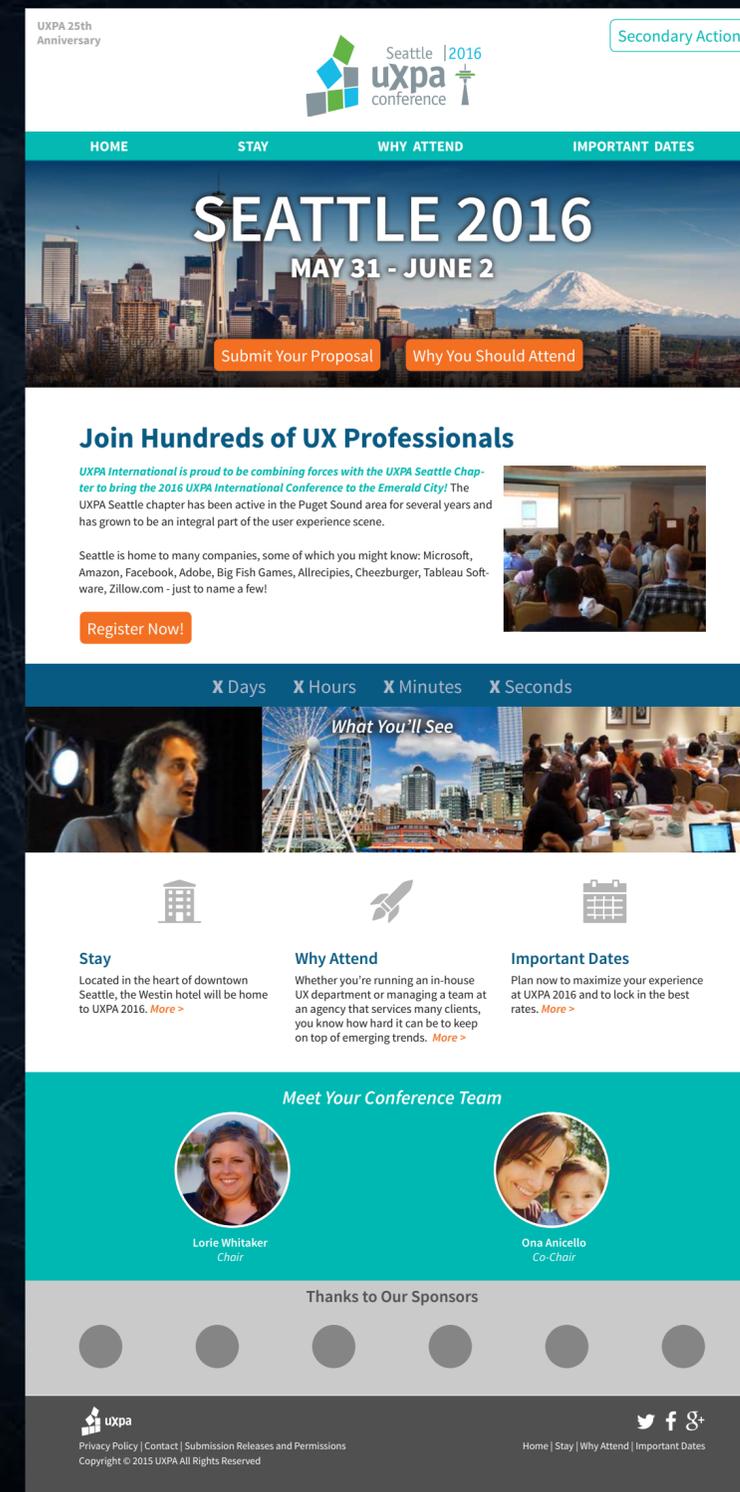
Wireframes

Keeping assets low fidelity until content and functionality has been set allows for modification without fear of “sunk cost”

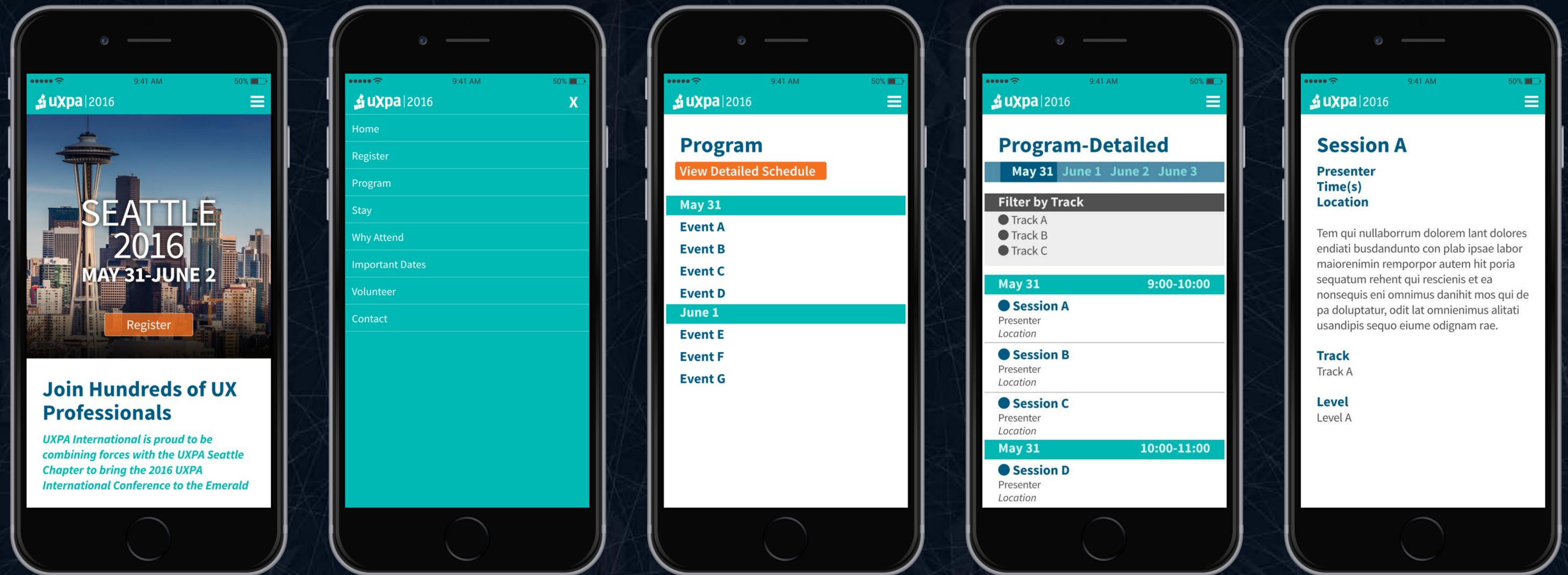


Style Tiles & Static Mocks

Design, theme, and visual elements can be explored and revised well before any coding.



Interactive Mocks



Tools such as InVision allow functional prototypes without coding, allowing faster iteration for UX-critical testing.



User-Centered Table Design

Conference Pricing

UXPA 2016 is offering two ways to maximize your attendance dollars—[package](#) and [à-la-carte](#). **Due to overwhelming demand, Early Bird tickets are now sold out!** The pricing is dictated by the amount of tickets sold. So, unlike previous years, there are no dates associated with early bird, regular and late pricing. Instead, when the allocated amount of early bird tickets are sold, we will move to regular prices.

Package Pricing

To offer you greater flexibility in what to do at UXPA 2016, we are offering four packages: **Mt. Rainier, Cascades, Olympics, and Mt. Baker**, each with bonus options. If you'd prefer assembling your own package, please see our [à-la-carte](#) options below. *Some pricing is only available to UXPA members. Become a member [here](#).*

	Mt. Rainier	Cascades	Olympics	Mt. Baker
	Basic Plan	Save \$250 ^(\$)	Save \$200 ^(\$)	Save \$175 ^(\$)
Conference Sessions	✓	✓	✓	✓
Full Day Course + Evening OR 2 Half Day + 1 Evening		✓		
Full Day Course OR 2 Half Day Courses			✓	
Half Day Course				✓
Breakfast & Lunch - 5/31		✓	✓	
Early Bird Price - Member ^(\$)	\$600	\$1,625	\$1,350	\$1,050
Early Bird Price - Regular	\$900	\$3,725	\$3,450	\$3,150
Early Bird Price - Student	\$350	\$670	\$700	\$525
Regular Price - Member	\$950	\$2,175	\$1,750	\$1,350
Regular Price				

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Half Day Course				✓
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Regular Price	\$1,050	\$2,275	\$1,850	\$1,450
Student ^(\$) Regular Price	\$400	\$1,025	\$800	\$625
Late Price - Member	\$1,150	\$2,775	\$2,150	\$1,750
Late Price	\$1,250	\$2,875	\$2,250	\$1,850

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Early Bird Price - Student	\$350	\$670
Regular Price - Member	\$950	\$2,175
Regular Price	\$1,050	\$2,275
Student ^(\$) Regular Price	\$400	\$1,025
Late Price - Member	\$1,150	\$2,775
Late Price	\$1,250	\$2,875
Student ^(\$) Late Price	\$450	\$1,100
On Site Price - Member	\$1,400	\$1,950



User-Centered Form Design

Often overlooked, but critical for sales conversions. Here, careful attention paid to tap areas on selects and readability on mobile.

The desktop view of the registration form features a clean, professional layout. At the top, the 'uxpa conference' logo is centered, with 'Seattle | 2016' to its right. Navigation links for 'Register', 'Program', 'Stay', 'Why Attend', 'Contact', and 'Sponsors' are displayed in a teal bar. The main heading 'UXPA 2016 Registration' is prominent. The 'Conference Registration' section includes a detailed description of the event and a bulleted list of inclusions. Below this, a 'Package Pricing' section offers five options with radio buttons and clear pricing. A 'Single Day Tickets' section provides three options for individual days, also with radio buttons and pricing. The form uses a consistent color palette of teal and white, with clear typography and well-defined sections.

The mobile view of the registration form is designed for readability and ease of use on a smaller screen. The header 'uxpa | 2016' is at the top left, and a hamburger menu icon is at the top right. The main heading 'UXPA 2016 Registration' is large and clear. The 'Conference Registration' section is concise, providing essential information about the event. The 'Package Pricing' section is formatted with bullet points and clear pricing, making it easy to compare options. The 'Single Day Tickets' section is also clearly laid out with radio buttons and pricing. The mobile view maintains the same color scheme and branding as the desktop version, ensuring a consistent user experience across devices.



Improved Program UX

uxpa | 2016

Program

This is the official schedule for UXPA 2016. Please check back frequently, as changes can happen quickly leading up to and during the conference.

As for sessions—your votes are being tallied, and the UXPA 2016 team is hard at work assigning them based on your feedback. These will be up soon!

Filter by Session Type

Filter by Track

Filter by Session Level

All Tuesday Wednesday Thursday Friday

Tuesday

8:30am to 12:30pm

Practical Statistics for Non-Stats Geeks
Tom Tullis, Barbara Case
Avenue Office

Designing with the Mind in Mind: the Psychological Basis of UI Design Rules
Jeff Johnson
Cascade 2

Facilitation toolkit for UX Practitioners
Teresa Mok
Cascade 1

How to apply design thinking in an agile fast-moving organization to deliver powerful user experiences.
Russ Wilson
St. Helens

A Design Method for Visualizing Complex Data for Users
Victor Yocco, Ashley Pulli
Olympic

Practical Statistics for Non-Stats Geeks
Tom Tullis, Barbara Case
Avenue Office

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8:30am to 5:15pm

Research in Practice | Findings UX Professionals should know about - 2016
Rohit Ghose
Avenue

Journey Mapping Boot Camp: Design, Run, and Co-Create User Journey Maps
Anita Rodriguez
Verizon 2

Making UX Agile and Lean
John Salsbery, Carol Smith, Bryan Roush

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Layouts

Here are the venue layouts for the Westin Seattle, showing rooms in which sessions will be held.

[Grand](#) | [San Juan](#) | [Mezzanine](#) | [Westlake](#) | [Lobby](#)

Grand Level

San Juan Level

Mezzanine Level

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Register Program Stay Why Attend Contact Sponsors

Program

This is the official schedule for UXPA 2016. Please check back frequently, as changes can happen quickly leading up to and during the conference.

As for sessions—your votes are being tallied, and the UXPA 2016 team is hard at work assigning them based on your feedback. These will be up soon!

Filter by Session Type

Filter by Track

Filter by Session Level

All Tuesday Wednesday Thursday Friday

Tuesday

8:30am to 12:30pm

How to apply design thinking in an agile fast-moving organization to deliver powerful user experiences.
Russ Wilson
St. Helens

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8:30am to 5:15pm

Kapow! Participant Exercises For Powerful Research
Lash Rader
Verizon 2

Strategic User Experience Management
Jason Polak



Staff Administration UX

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Course Registrants

Below is a listing of registrants by course for UXPA 2016. The listings are for completed orders only. In addition, orders may be exported as XLS by using the button below the table display.

Order status:

Search by Order Owner Last Name:

Search by Order Owner First Name:

Last Name-Registrant:

First Name-Registrant:

Search by order number:

Search by Product:

Order number	Updated	Course/Product	Ordered by Last Name	Ordered by First Name	Ordered by E-mail address	Registrant Last Name	Registrant First Name	Nickname	Registrant Company	Participant City	Participant State
1884	06/30/2016 - 06:28										
1883	06/30/2016 - 05:47										
1882	06/28/2016 - 14:37										
1462	06/26/2016 - 18:02				andrew.rs@gmail.com						
1346	06/26/2016 - 18:00	Full Conference - Mt. Baker (Conference Sessions + 1 Half Day Course)			andrew.rs@gmail.com						
1881	06/23/2016 - 01:37	Portfolio Review-Second Session									
1880	06/20/2016 - 13:06										
1841	06/17/2016 - 20:05		Yim	Jin Ho	hci.yim@gmail.com						
1879	06/17/2016 - 17:42		Davis	Greg	greg_davis@starkey.com						

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1879	06/17/2016 - 17:42		Davis	Greg	greg_davis@starkey.com						



UXPA 2016 Takeaways

- Registration is up, helped by an improved user experience
- Mobile experience is enhanced, especially for on-site schedule needs
- Improved integration with surveys and presentations
- Enhanced staff functionality—for registration reports and editing



Building Support



Building Support

- Involving key stakeholders from the start of the process helps to ensure buy-in.
- In-house success stories help strengthen your case. Supplement with noted external stories when starting out.
- Making others aware of the process (and what's involved) raises your standing within the organization.
- Government initiatives such as the USDS (U.S. Digital Service).
- Empathize that what helps the user ultimately helps you.



Most business models have focused on self interest instead of user experience

TIM COOK, CEO, APPLE



Organizations

- UXPA International
- AIGA
- DC Design Thinking
- Local Web and design-related Meetups
- Online communities (Stack Exchange, LinkedIn, for starters)



Additional Reading

Suggested Resources

- ***The User Experience Team of One: A Research and Design Survival Guide*** (Rosenfeld) Leah Buley, July 2013
- ***Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*** (3rd Edition) (Voices That Matter) Steve Krug, January 2013
- ***The Design of Everyday Things: Revised and Expanded Edition*** (Basic Books) Don Norman Nov 5, 2013
- ***A Project Guide to UX Design: For user experience designers in the field or in the making*** (2nd Edition) (Voices That Matter) 2nd Edition Russ Unger and Carolyn Chandler, March 2012



Thank You



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