

YOU'RE INVITED

World Usability Day

November 13, 2014 Saint Paul Student Center

Save the date for a free program of events celebrating World Usability Day, on Thursday, November 13. Join us to promote awareness of the benefits of usability engineering and user-centered design.

This year's theme is **engagement**

- 9:00 a.m.** **Introduction to Engagement**
Bill Bushey - Co-founder, OpenTwinCities
Laura Andersen, Customer Experience Designer
- 9:30 a.m. - 10:30 a.m.** **Panel discussion: "Engagement: What does it mean to engage? What are we working on?"**
Panelists from American Public Media, AtTask, Macalester College, and UMN
- 10:40 a.m. - 11:40 a.m.** **"Let's Face It, We're Not 16 Anymore: How Teenagers Read (and Misread) Higher Ed Home Pages" - Red Stapler winner for Best in Track at HighEdWeb 2014**
Mark Heiman - Senior Web Application Developer, Carleton College
- 11:40 a.m. - 12:30 p.m.** **Lunch (options available in the St. Paul Student Center)**
- 12:30 p.m. - 1:30 p.m.** **Panel: "Lessons Learned about Engagement: Failures and Successes"**
Panelists from Hennepin County Libraries, UMN, and The Nerderly
- 1:45 p.m. - 2:45 p.m.** **"Your User is a Hero: Applying Joseph Campbell's "Monomyth" to User Experience Design"**
Matt Edwards, Senior User Experience Designer, The Nerderly
- 3:00 p.m. - 4:00 p.m.** **Discussion: "Methods, Techniques & Tools to Measure Engagement"**
Led by The Nerderly



UNIVERSITY OF MINNESOTA

Our program this year is brought to you by the IT@UMN User Experience team, UMN Libraries, and the CLA Department of Writing Studies, in collaboration with our partners at The Nerderly, Macalester College, Metropolitan State University, and Thomson Reuters.