



worldusabilityday
MAKING LIFE EASY!

2015 Theme: INNOVATION

November 12, 2015 | 9:00am - 4:00pm
St. Paul Student Center Theater

Attend a free program of events celebrating World Usability Day on Thursday, November 12, 2015! Join us in promoting awareness of the benefits of usability engineering and user-centered design.

9:00 - 9:15 am **Introduction to World Usability Day**
David Rosen, UX Analyst, University of Minnesota

9:30 - 10:30 am **Panel discussion: Is Innovation just a buzzword for novelty?**
Panelists from IT@UMN, The Nerderly, MN.IT, and AccessAbility, Inc.

10:45 - 11:45 am **Presentation: Systematic Inventive Thinking: How do you teach/train/credential/measure innovation?**
Pamela Haats, Hennepin County Center of Innovation and Excellence

11:45 am - 12:30 pm **Lunch**
Options available in the St. Paul Student Center

12:30 - 1:30 pm **Panel discussion: Planning a Space for Innovation: How do we make an environment conducive to this thinking?**
Panelists from Open Twin Cities, LATIS, LeadPages, and Prime Digital Academy

1:45 - 2:45 pm **Dual Presentation: Design Thinking**
Casey Kaplan, The Nerderly
Virajita Singh, Assistant Vice Provost & VP for Equity and Diversity, University of Minnesota

3:00 - 3:30 pm **Presentation: How Usability Creates UXers**
Fred Beecher, The Nerderly

3:30 - 4:00 pm **Results of Tabling Activity: Innovation in Usability; Combating Bias and Artificiality, Gaining Actionable Value**



UNIVERSITY OF MINNESOTA