

Pre-Conference Workshops

Thursday, 24 September 2009

8:00-14:00 REGISTRATION

ROOM 1 ▼

8:30 - 12:30

UX Management

Margaret Hanley, Web Technology Group, UK

This course helps provide managers, at whatever stage of their career, the ability to put in place procedures and environments for development. The course will also help managers to work out the strategy for their team; identify the correct skills mix for a team and talk through common problems as a group.

The workshop is made up of two parts; the first focusing on the development of the UX practice in your organisation and the second on the development of the team.

13:00 - 17:30

Design Research

Leisa Reichelt, UK

In this workshop, we will focus on a practical approach to design research that can be applied to projects small and large.

During this session, you will also learn:

- A toolkit of design research approaches and techniques.
- How to design the right research approach for your project.
- Interview technique - how to get the gold from your participants.
- Research analysis - techniques to get everything you need and more from your data.
- Applying design research to the design process - getting research out of a report and into a product.

ROOM 2 ▼

Writing for the Web

Eric Reiss, FatDUX, DK

Eric will show you how to create findable, scannable, skim-able, and readable on-line content. This is the stuff that creates understanding, builds trust, and increases conversion rates. Topics include:

- Why writing for the web is different
- Navigation
- Shared-reference building
- Descriptions
- Contextual navigation
- Convenience text
- Information architecture
- Metadata

Web Navigation

James Kalbach, LexisNexis, DE

This half-day workshop covers principles of web navigation and methods of navigation design with practical examples and exercises. Participants should have some experience creating or maintaining websites and are looking to deepen their design skills. This includes graphic designers, webmasters, usability experts, and beginning to intermediate information architects. Topics include:

- Principles of navigation
- Elements of navigation: mechanisms, types and pages
- Cores and Paths

Conference Programme

Friday, 25 September 2009

8:30-17:00 REGISTRATION

ROOM 1 ▼ Big Ideas

ROOM 2 ▼ Practical IA

9:00-9:30 MORNING COFFEE

9:30-9:45 **Welcome** - *Eric Reiss, FatDux, DK*

9:45-10:45 **Keynote: Scott Thomas (aka SimpleScott)**
Design Director, Obama Presidential Campaign

10:45-11:00 BREAK

11:00-11:45 **The Future of Wayfinding**
Cennydd Bowles, Clearleft, UK

Patterns that Connect: Creating Overview Maps of Complex Data Networks
Paul Kahn, Julia Moisand, Kahn+Associates, FR

11:45-12:00 BREAK

12:00-13:00 **PANEL: The Promise of e-**
Moderator: *Filip Borloo, Lancre-Woods, BE*

Bridging Media Information Architecture for Ubiquitous Ecologies
Andrea Resmini, Luca Rosatti, IT

**“Users Do Not Like Any Changes”
The Task Analysis of a Virtua OPAC Interface**
Stanislaw Skorka, Pedagogical University of Cracow, PL

13:00-14:30 LUNCH

14:30-15:15 **Evolution of the Sitemap**
Chris Pierson, Jacco Nieuwland, User Intelligence, NL

Effective Ethnography Techniques for Low Budget Projects
Sabrina Mach, James Page, FeraLabs, UK

15:15-15:30 BREAK

15:30-16:15 **From Shelves to Mobile Devices, the Structure Changes**
Cristina Lavazza, Invitalia, IT

In the Field: IA Survival Guide in A Hostile Context
Sylvie Daumal, Duke, a Razorfish company, FR

16:15-16:45 AFTERNOON COFFEE

16:45-17:30 **Human Factors in Innovation**
James Kalbach, LexisNexis, DE

Combining methods: User Research and Web Analytics
Adam Cox, Martijn Klompenhouwer, User Intelligence, NL

17:30-17:45 BREAK

17:45-18:30 **PANEL: The IA Shuffle**
Eric Reiss, FatDUX, DK

18:30-20:00 **IA Jam Session**

Conference Programme

Saturday, 26 September 2009

8:30-17:00 REGISTRATION

ROOM 1 ▼ Big Ideas

ROOM 2 ▼ Practical IA

9:45-10:30 **How Accessibility Issues Affect Information Architecture**
Olga Revilla, Itakora, ES

From Enterprise IA to Enterprise UX: Creating a User Experience Framework for a (Big) Bank
Jason Hobbs, Reynhardt Uys, JH-01, SA

10:30-11:00 COFFEE BREAK

11:00-12:00 **PANEL: IA Professional Practice in Europe**
Moderator: *Andrea Resmini, IT*

Cheap and Efficient Tools: How to Engage Users in IA Design When There is No Budget and There is No Time
Belén Barros Pena, Ruairi Galavan, Colin Bentley, Brian Donohue, iQ Content, IE

Big Hat, Small Herd: How to Produce Professional Deliverables on a Limited Budget
Søren Muus, FatDUX, DK

12:00-12:15 BREAK

12:15-13:00 **Designing for the Scattered Structures of the Exploding Website**
Iskander Smit, Peter Boersma, Info.nl, NL

The Architecture of Fun: Emotion, Interaction & Design For Massively Social Games
Reinoud Bosman, Joe Lamantia, Philips, Media Catalyst, NL

13:00-14:30 LUNCH

14:30-15:15 **Doing the Right Thing: Google and Privacy**
Jonathan Arnowitz, Gregor Hochmuth, Google, US

Bare Naked Design: Reflections on Designing with an Open Source Community
Leisa Reichelt, UK

15:15-15:30 BREAK

15:30-16:30 **Closing Keynote: Marianne Sweeney**
Director of Search Services, Ascentium, USA

16:30-17:30 **5-minute Madness**