



## Submission Types and Topics

Please note the PRIMARY speaker, per accepted session, will receive a \$250 discount off their 3-day conference registration.

### SUBMISSION TYPES

#### **60-Minute Presentations**

Presentation sessions focus on a practitioner's ideas and experience with usability methods, skills, philosophy, design, business case studies, or other relevant topics. Speakers should plan ample time for innovative audience participation within the 60-minute allocation.

#### **Panels**

Panels generally cover the same areas of interest as presentations and consist of 3-5 experts in the topic at hand. Submissions should include a short, anonymous position statement from each potential panelist. Like last year, 2018's panels will have a 60-minute time slot.

#### **Pre-Conference Courses (formerly called Tutorials)**

UXPA pre-conference courses enable attendees to extend their knowledge with half-day and full-day sessions led by experienced and skilled UX/Design professionals. These courses are interactive sessions, where instructors teach attendees specific user experience knowledge or skills. Courses explore topics in-depth, and include discussions and activities to allow attendees to share and practice their new skills.

We are looking for courses on a range of topics, including design, evaluation, research, and UX management. Courses can be targeted for novice or advanced user experience professionals, or for a more general UXPA audience.

Note: Course leaders are entitled to an honorarium, either in the form of direct payment (\$1,000 for full day and \$500 for half day).

#### **Posters**

Posters are a way to present research results, new ideas or concepts in an informal, visual and interactive manner. Presenting is very informal; you'll have a few people standing around as you talk them through your poster. Make sure to include what you did, why, how and what you've learned. It's a great first step into presenting at conferences. Your research, ideas or

concepts don't need to be complete; you can even use the session to pick the brains of professionals to help move your thinking forward.

It's often helpful for submitters to include an image depicting the planned layout of the poster. There is no official template for posters, so be creative and find the best way to tell your own story. Selected poster presenters will be responsible for printing their own posters.

## **SUBMISSION TOPICS**

### **Tools & Techniques**

There are a wide variety of techniques and tools UXers use to learn things, move a project along, and help simplify processes. How have you used any of the following to achieve those goals?

- Research tools & techniques, such as journey mapping, card sorting, and contextual inquiry
- Design tools & techniques
- Development techniques & tools
- Evaluation tools & techniques, such as remote user testing, 5-second testing, etc...

### **Design Psychology**

How have you used behavioral and cognitive psychology knowledge to help create a simple, streamlined experiences with your users? Potential subcategories might include:

- Gamification
- Inclusive Design, for people with a broad range of physical and cognitive abilities
- Immersive research/anthropology/ethnography
- Design techniques rooted in behavioral psychology

### **Innovation and Future Technologies**

In the past few years, the practice of UX has rapidly evolved beyond the desktop. People are interacting with brands over multiple online and offline platforms. What is the latest and greatest? What do you foresee happening in the near future? Potential subtopics include:

- Virtual reality and augmented reality
- Artificial intelligence
- Mobile moving forward
- Advanced design for accessibility & diversity
- Other innovative technologies and contexts

### **Career Development and Management**

What's motivating you to continue developing your skills? Why do you evangelize UX as a force for change? What's the next step in your career, and how are you going to get there? Are your next steps clear?

- Why and how do you develop your hard and soft skills?
- Why do you practice UX instead of managing a team (or vice-versa)?
- What are the differences in key skills for practitioners vs. managers?
- How does the practice of UX differ if you're working in a large company, small company, agency, or as an independent consultant?

### **UX Strategy**

Many claim the next step in the evolution of UX is becoming more strategic. How simple should it be to get UX practitioners to get involved in the bigger decisions and longer-term direction of the business? How can we simplify our own processes and bring greater efficacy and efficiency to our UX work? Subcategories would include:

- ROI - How do we overcome the gap between our ability to plan/report ROI and the clients' expectations of it?
- UX maturity- how deeply the user centricity is in the organization? How much the various parts of the organization are involved with UX? How to get the whole organization to work with users in mind?
- What role can Big Data and quantitative methods play in helping UX gain traction within organizations?
- Agile & UCD: How do they work together? Or don't they?
- Lean UX vs. Lean Startup: What can the two movements learn from each other?

### **Visual Design**

This category is for submissions that apply graphic/visual design. Submissions focusing on content that will help professionals that work on the “look and feel” of a website, app, or digital product.

Submission content could include:

- How do the design elements connect the target audience with your brand?
- How does the design consider and address accessibility issues experienced by disabled or impaired users?
- Working to employ principles of useful design e.g., unity, space, hierarchy, balance, color, contrast, typography, scale, etc...
- How does the visual design improve and enhance the overall user experience?

### **Interaction Design**

As an interaction designer, what methods, processes, and activities are you using to create engaging web interfaces? What challenges have you faced, and how have you overcome them? What future trends do you anticipate will impact your design methods and strategies? How will future technologies affect interaction?