

Sunday, October 9th, Early Sign-in and Welcome Reception

5:30pm – 7:30pm Sign in at the conference and join conference speakers for light refreshments

Monday, October 10th, Full-Day Seminars

8:30am – 5:30pm Getting the Most Out of Prototypes
Marc Rettig, Fit Associates

8:30am – 5:30pm Creating Persuasion Architecture Online
Bryan Eisenberg and Jeffrey Eisenberg, Future Now

8:30am – 5:30pm Creating Personas to Guide Design
Kim Goodwin, Cooper

8:30am – 5:30pm Deconstructing Web Applications
Hagan Rivers, Two Rivers Consulting

Tuesday, October 11th, 90-minute Featured Talks

8:30am – 10:00am How to Use Personas to Increase Conversion Rates
Bryan Eisenberg and Jeffrey Eisenberg, Future Now

Translating Data Into Design
Marc Rettig, Fit Associates

10:15am – 11:45am Best Practices for Building Web Applications
Hagan Rivers, Two Rivers Consulting

Getting Your Design Built
Kim Goodwin, Cooper

12:00pm – 2:00pm Lunch and Keynote: The Dawning of the Age of Experience
Jared M. Spool, User Interface Engineering

2:15pm – 3:45pm Design Prototyping Made Easy with CSS
Molly E. Holzschlag, Molly.com and Eric A. Meyer, Complex Spiral Consulting

Have You Got What It Takes to Be a Web Editor?
Gerry McGovern, Gerrymcgovern.com

4:00pm – 5:30pm Web Site ReDesign
Kelly Goto, gotomedia

Expert Reviews
Rolf Molich, Dialog Design

5:30pm – 7:30pm **CONFERENCE RECEPTION**

Wednesday, October 12th, Full-Day Seminars

8:30am – 5:30pm Advanced Methods for Usability Testing
Rolf Molich, Dialog Design

8:30am – 5:30pm How to Design a Task-Based Information Architecture
Gerry McGovern, Gerrymcgovern.com

8:30am – 5:30pm Web Site ReDesign Redefined: Strategies for Success
Kelly Goto, gotomedia

8:30am – 5:30pm Roadmap to Markup Success: Understanding Structure and Style
Molly E. Holzschlag, Molly.com and Eric A. Meyer, Complex Spiral Consulting

Thursday, October 13th, UIE Showcase Seminar Day

8:30am – 10:00am UI10 Spotlight Plenary:
Mihaly Csikszentmihalyi, author of the NY Times bestseller, *Flow: The Psychology of Optimal Experience*

10:30am – 4:30pm Web Site Usability 2005: The Latest Research
Jared M. Spool and Joshua Porter, User Interface Engineering

10:30am – 4:30pm Product Usability: Survival Techniques
Christine Perfetti, User Interface Engineering

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 **Usability Practicum**
Friday, Oct 14th

Rolf Molich

a leading expert in usability practices will conduct this advanced full-day practicum for experienced usability practitioners.

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