2019 UX DESIGN CONFERENCE
WORKSHOPS

User Experience Design Workshop – Professor John Cole, UT Dallas Computer Science

Professor John Cole is a senior lecturer at the University of Texas at Dallas. He has been a software developer for many years, working on projects as diverse as a SNOBOL4 compiler, a DATABUS compiler, a word processor, the operating system for an early computer, statistical analysis of insurance claims, telecommunications, and embedded programming. He has been using a variety of languages, including Java, C++, C#, Visual Basic, Databus, Intel assembly language, and many others.

People who use your programs day in and day out want to be able to work quickly. This workshop will teach some basic principles of an often-overlooked art: data entry. He will show practical examples of screen design and interaction design. He will discuss coding methodologies as well as tools for design and implementation.

Empathy Immersion Workshop – Seda Sookias Maurer, Sabre Accessibility Program Manager and Brian Sullivan, Director of Design Strategy at Sabre and Organizer of DFW UX Meetup

Seda Maurer is an award-winning designer and Accessibility Manager. Brian Sullivan is a Design Strategist, User Researcher, College Teacher, and author of the Design Studio Method.

Empathy provides designers with deep insights into how another person experiences a product or service. When you perform empathy immersion, you understand emotionally, not intellectually, about an experience. Your senses become your learning tool.

Empathy immersion motivates you to build solutions because you identify with your customer's inner states. You make a personal connection to a pain point. You experience the user's journey with them. Empathy immersion helps you to know and feel.

In this workshop, you will learn how to perform Empathy Immersion on your projects. Empathy Immersion activities are deeply impactful and great team-building exercises, especially at the start of a project.

Content Strategy for Chatbots Workshop – Srikant Chari, UX Researcher at BMC Software

Srikant Chari is a research-driven creative problem solver with a mission to help make software and services make sense to people. Key strengths include interviewing sources, conducting secondary research, storyboarding, affinity diagramming, building personas, customer journey mapping, wireframing, sitemapping, and usability testing.

As a UX Researcher, I believe it is our duty to uncover the invisible problems that users subconsciously face. As a UX Designer, I liken it to being a lot like a chef- you never know how palatable a dish is unless you have your tasters try it. I always keep iterating on design solutions till I find the best solution.

The goal of this workshop is to get students to develop the design thinking mindset when it comes to designing conversational experiences. This includes discovering user needs, planning a conversational flow, and then design the content.

We will be planning and creating dialogue for a chatbot in this workshop. We will be using a tool called ManyChat for this session. Dialogue makes a big difference in the user experience of a chatbot.