



# LeanUXDenver

Wed Sept 19th –Thur Sept 20th  
Hyatt Regency Denver at Colorado Convention Center  
650 15th Street Denver, CO 80202  
(303) 436-1234

## Topics & Tutorials

Remote Usability Testing, Quick Content Analysis techniques  
Statistical Analysis, Sample Size Calculations, Survey Analysis  
Usability Testing Methods (Moderated & Unmoderated), A/B Testing  
Net Promoter, Standardized Questionnaires

## Confirmed Speakers

Jeff Sauro, Jeff Gothef, Jim Lewis, Bill Albert, Sabrina Mach, James Page,  
Tomer Sharon, Alfonso de la Nuez, Jon Innes, Gerry McGovern,  
and other leaders in the field of Measuring the User Experience

# Sponsor Pack

# About the Conference

Methods and Tools for measuring the user experience effectively and economically.

A focus on the User Experience is no longer a nice-to-have, it's an essential element of successful websites, desktop software and mobile devices. But UX doesn't have to blow your budget or trash your project timeline.



UX Brighton 2010 Photo By Yandle

Lean UX does not mean doing less to improve the User Experience. It means applying the right user research methods at the right time. It's UX with a scalpel instead of a bandsaw. Lean is centered on preserving the value of a product or service, while reducing the amount of work done by either the producer or consumer.

It's focusing on decisions instead of deliverables.

Lean comes out of the six sigma management philosophy that drove Toyota from been a small unknown car manufacture to been the number one in the world.

It's taking a huge project like "redesign the website" into manageable design decisions. Each decision is treated like a hypothesis and the right method and tool are chosen to help drive decisions with data.

- Will users find the featured product?
- Are the search results effective?
- Does it take too long to find the address and phone number?
- Is the new design credible?
- What are the key reasons for cart-abandonment?
- Is the navigation using the correct labels?



UX Brighton 2010 Photo By Remy Sharp

Technology has increased so it's now affordable to recruit, observe and collect data from users from around the world for a fraction of the price it cost a few years ago. With more options available from one person designers to entire development teams come more questions:

- Which software do we use
- How do we recruit users?
- What do we have users do?
- What metrics do we collect?
- How do we interpret the data?
- What sample sizes do we need?
- Are the results statistically significant?

In this conference we will hear from leaders in the field of User Experience and Measurement who will provide practical advice and plenty of examples on how to use the right methods and the right tools to achieve a quantifiably better user experience.

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To book your sponsorship please contact Jeff Sauro on +1 (303) 578-2801 US Mountain Time or [Jeff@measuringusability.com](mailto:Jeff@measuringusability.com)