2015 Total User Experience Design

February 23-24, 2015 ● San Francisco

Journey Mapping ● User Experience Design
Designing for Touch ● Collaborative Experience Design
User Persona Development ● Product Innovation & Optimization
Voice of Customer ● e-Commerce Optimization
Touchpoint Alignment ● Building a UX Team
### Monday, February 23rd

**8:30 am**  
**Opening Address:**  
**A Day in the Life of Your Customer**  
Knowing customer behaviors and motivations to win and keep business

**9:45 am**  
**Keynote:**  
**Total Experience Management**  
Exploring the business impacts and value of the “experience” trend

**11:00 am**  
**Keynote:**  
**Designing Great Experiences - A Mindset Journey**  
Creating delightful experiences by discovering what matters most to customers

**12:00 pm**  
**Lunch and networking break**

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<tr>
<th>Time</th>
<th>User Experience Design</th>
<th>Customer Experience</th>
<th>Product Strategy</th>
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| 1:00 pm | **Harnessing the Value of UX**  
Leveraging the practice of experience design to create business value | **Persona Development & Utilization**  
Create customer personas and product scenarios to tell a product story that produces unified vision | **Go-To-Market Planning**  
Develop a framework that optimizes every process from development to product launch |
| 2:15 pm | **Putting User Research into Practice**  
Maximize the value of UX research using a comprehensive and holistic research plan | **Feedback, Insights and Optimization**  
Streamline customer feedback data, forms, survey’s & more for optimal customer insights | **Product Launch Planning & Optimization**  
Identifying and overcoming common mistakes that derail and delay product launch |
| 3:30 pm | **Designing for Touch**  
Advantages and challenges of while using a common UI framework | **Mastering Customer Behavioral Analysis**  
Finding the key ingredients to master customer analytics and achieve measurable business results | **Agile Product Management**  
Utilize agile development teams in all product development organizations |
| 4:30 pm | **Networking Reception** | | |

### Tuesday, February 24th

**8:30 am**  
**Opening Address:**  
**Real-Time Customer Feedback to Drive Innovation**  
Product development and innovation through real time customer feedback and insights

**9:45 am**  
**Keynote:**  
**Operationalizing the Experience Strategy**  
A practical roadmap for action across your organization

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| 11:00 am | **Optimization through “Test and Learn”**  
A fact-based approach to optimizing features through real-world testing | **Customer Experience Journey Mapping**  
Develop useful diagrams that map step-by-step customer touch points |
| 1:00 pm | **Building a High Performing UX Team**  
Identify design gaps within product teams and motivate and grow highly effective, design-driven teams | **Decision-based Customer Experience**  
Align content & conversations to key decisions in buyer’s journey for greater success |
| 2:15 pm | **Building the Experience Strategic Plan**  
Gain senior executive-buy in by prioritizing and linking UX & CX initiatives to organizational strategy | |
| 3:15 pm | **Adjourn** | |
Creating optimal experiences promotes loyalty and builds brand value. The challenge for today’s marketers, developers and product managers is providing the right experiences through the right channels at the right time. Solving these challenges begins with the customer – the user – and what we understand about their wants and needs.

Total User Experience Design 2015 is a two-day, three-track, learning, networking summit focused on brand, culture, insights, experience, acquisition, retention, loyalty and experience design.

At Total User Experience Design 2015, attendees are given an unrivaled opportunity to learn from keynotes, case studies, strategy, best-practice and interactive sessions, presented by some of the most innovative practitioners, thought leaders and methodologists working in user experience today. This integrated program provides the most comprehensive UX, eCommerce and CX curriculum on the market today.

This is a vendor/software-neutral event, instead focusing on innovative takeaways and proven best-practice strategies.

Attendees from a wide range of industry and functional backgrounds make it a goal to attend Total User Experience Design 2015. This broad makeup provides exceptional Networking Opportunities to enhance attendees’ experience at the event, as well as build lasting relationships for continued learning well into the future.

Confirmed Presenters Include:

Roy Barnes - Managing Partner at Bluespace Consulting; Former SVP at Marriott Vacation Club International; Author of Customer Experience for Dummies

Tracie Scott- Senior Director, Analysis and Listening Customer Success Strategy Operations at NetApp

Christine Gagnon Wajner- First Vice President - Head Of Corporate Customer Experience at OneWest Bank

Michael Kanazawa Partner/Principal, Strategy at Ernst & Young; Author of BIG Ideas to BIG Results

Stephen Riley- Sr. Director, eCommerce Customer Experience Architect at Symantec Corporation

Raj Sen- Group Manager, Customer Analytics at Adobe

Ana Rafaela- Sr. User Experience Researcher at Cisco Systems

Dimitris Kourepis, Senior Vice President Global Web Marketing & UX at Sony Corporation of America

Key Learnings & Take-Aways

- Evidence-based approach to customer experience through effective insights and analytics
- Innovation optimization and prioritization
- Unique methods for gaining and leveraging customer insights
- Growth strategies through a full product lifecycle analysis
- User-centered design strategies
- Building an experience based culture
- Integrating insights and voice of customer in organizational strategy
- Collaborative innovation processes to leverage the knowledge and insight of a wealth of stakeholders
- Information management for better decision making
- Predictive analytics to anticipate and prioritize future innovation
- Word-of-Mouth and social media customer experience impact
- Customer touchpoint mapping and research
- Optimizing customer feedback outreach
- Communication and integration among customer care, product developers, managers, marketers and sales organizations

Contact Jason Evans for detailed presenter info and additional discounted rates: jevans@altamont-group.com

www.TCXUX.com  I  510-984-2949
Keynotes

Thought leadership in CX, UX and Experience Design

Day One - 8:30

A Day in the Life of Your Customer

Knowing customer behaviors and motivations to win and keep business

- Customer lifecycle mapping to visualize value-adding opportunities
- Utilize a methodology that focuses on relevancy, consistency, frequency, value, recognition and interactivity to win and keep business
- Focus on emerging media is the customer engagement game changer
- Develop an engagement strategy using multiple channels and touch points
- Utilize a new capability model to optimize marketing spend

Day One – 9:45

Total Experience Management

Exploring the business impacts and value of the “experience” trend

- Strategic, top down look at the latest experience trends through executive’s point-of-view
- Exploring social media impact and the other trending creative innovation experience improving methods and outlets
- Establishing the connection between customer experience and product design, marketing and information technology
- Strategies for overcoming implementation and execution challenges

Day One – 11:00

Total Experience Management

Exploring the business impacts and value of the “experience” trend

- Ensuring “the experience” permeates and is the focus throughout the product/service lifecycle road map
- Innovate and re-invent using customer and user experience focus and insights
- Three phase approach to defining and evaluating products and portfolios for optimal resource allocation
- Create product plans that deliver measurable business results that meet market needs and align customer and user experience initiatives
- Communicating the importance of the culture of experience in an organization strategy from top to bottom

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Event Hashtag: #TCXUX

Join the Product Management, Marketing & Innovation Group on LinkedIn

http://www.linkedin.com/groups/Product-Management-Marketing-Innovation-4782107/about

Contact Jason Evans for detailed presenter info and additional discounted rates:
jevans@altamont-group.com

510-984-2949 | www.TCXUX.com
Saturday, February 21st, 2015

Break-Outs
Best practices, case studies, workshops and strategy sessions

1:00 pm
Harnessing the Value of UX
Leveraging the practice of experience design to create business value
• Develop business plans that define value, align with product goals and objectives, and gain leadership buy-in
• Create product plans that deliver measurable business results that meet market needs and organizational goals
• Use customer feedback and loop it into revised plan iterations to provide continued value to all stakeholders
• Use business plans to create clear product vision that can proliferated throughout the development organization

2:15 pm
Putting User Research into Practice
Maximize the value of UX research using a comprehensive and holistic research plan
• Develop business plans that define value, align with product goals and objectives, and gain leadership buy-in
• Create product plans that deliver measurable business results that meet market needs and organizational goals
• Use customer feedback and loop it into revised plan iterations to provide continued value to all stakeholders
• Use business plans to create clear product vision that can proliferated throughout the development organization

3:30 pm
Designing for Touch
Advantages and challenges of while using a common UI framework
• Addressing touch interface limitations and expectations
• Ensure a uniform and cohesive experience for users to ensure continuity
• Map the entire digital landscape of user touchpoints to identify touch specific experience opportunities
• Mobile usability testing strategies
• Overcoming input and crossplatform design challenges

1:00 pm
Persona Development & Utilization
Create customer personas and product scenarios to tell a product story that produces unified vision
• Bridge the gap between customers and research and development
• Develop customer and user personas to create scenarios on how product features will be received
• Find common characteristics in customer and users through persona and storyboarding scenario analysis
• Taking personas to the next level to revamp not only products but UX and organizational culture and strategy

2:15 pm
Feedback, Insights and Optimization
Streamline customer feedback data, forms, surveys & more for optimal customer insights
• Using text analytics and verbatim to create awesome experiences
• Testing methods that bridge the gabs between observations and ideas
• Net Promoter Scoring (NPS) as a true metric for customer satisfaction and insights
• Leverage insights for product enhancements and improvements that provide true customer value

3:30 pm
Mastering Customer Behavioral Analysis
Finding the key ingredients to master customer analytics and achieve measurable business results
• Understand how to overcome the big data challenges of siloed customer behavioral data
• Learn how you can leverage the wealth of organizational and third party online and offline data to gain better customer insights
• Comprehend how customer analytics can enhance your customers’ experience across touchpoints
• Explore use cases across customer acquisition, conversion and retention

1:00 pm
Go-To-Market Planning Framework
Utilize a framework for planning and analyzing a go-to-market strategy
• Use customer and market data to evaluate the best channel approach to market
• Align the value proposition to current portfolio and strategic objectives
• Utilize a prioritization and ranking system that determines the best approach to customer engagement
• Develop an organizational process to guide customer interactions from contact to fulfillment

2:15 pm
Product Launch Planning & Optimization
Identifying and overcoming common mistakes that derail and delay product launches
• How to set a clear direction and manage the politics that often accompany change
• How to ensure that you understand all the changes required to launch your new product
• How to tightly manage all the moving pieces to get the right things done at the right time (7 best practice tools to manage the work & 7 best practice techniques to manage the project team)
• How to know if you’re really ready to launch
• How to know if your launch is a success

3:30 pm
Simplified Product Portfolio Management
Develop a simplified product development and portfolio management framework
• Strategic framework to assist with simple and effective prioritization decisions
• Just-in-time tools to help with real-world portfolio management challenges
• Three phase approach to defining and evaluating products and portfolios for optimal resource allocation
• Methodology to extrapolate information and score innovation for prioritization

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Keynotes
Thought leadership in CX, UX and Experience Design

Day Two - 8:30
Real-Time Customer Feedback to Drive Innovation
Product development and innovation through real time customer feedback and insights

- Defining innovation and dispelling the myths and types of innovation
- Creating a culture of innovation to change organizational thinking
- Creating a competitive advantage through business model innovation
- Product innovation and opportunity discovery techniques through user insights and feedback – the design thinking approach

Day Two – 9:45
Operationalizing the Experience
A practical roadmap for action across your organization

- Understanding and prioritizing needs to make the most impact
- Taking action and establishing key processes
- Setting/Resetting customer expectations
- Delivering on expectations
- Organizational dynamics (recognition, urgency, support/resistance)

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11:00am
**Collaborative Experience Design**
An organizational collaboration approach to designing experiences that delight users

- Create a culture of design that permeates teams and organizations
- Bring CX, UX and product managers into a collaborative and cross-functional, high performance organization
- Create a user-centered experience that leverages design, product and technology excellence
- Troubleshooting experience design communication, transparency and redundancy

1:00pm
**Building a High Performance UX Team**
Identify design gaps within product teams and motivate and grow highly effective, design-driven teams

- Develop a roadmap for transforming people, process and technology aspects of your UX infrastructure
- Manage, motivate and grow design talent for user experience excellence
- Find design talent that meets business and product objectives
- Create a culture of design that permeates teams and organizations

11:00am
**“Test & Learn” Optimization**
Use test and learn analytics to optimizing marketing and eCommerce through real world testing

- Bring product features to market more successfully through better understanding of what features work
- Small-scale user testing methodology
- Large scale A/B testing tools and multivariate testing
- Encourage test and learn evangelism throughout the product organization
- Hands on examples of how test and learn works in different product environments

1:00pm
**Decision-based Customer Experience**
Align content & conversations to key decisions in buyer’s journey for greater success

- Define the key decisions in your customers’ buying journey
- Identify the gaps in your current customer communications
- Get a solution framework that Marketing and Sales will embrace

2:15pm
**Building the Experience Strategic Plan**
Gain senior executive-buy in by prioritizing and linking CX & UX initiatives to organizational strategy

- Defining objectives, who will be effected, and how they link to existing strategies & initiatives
- Implementing initiatives across all stakeholders to gain current perceptive through internal workshops, life cycle analysis, persona development, VOC, etc.
- Building the plan collaboratively with stakeholders to increase buy-in and adoption rate
- Involving and communicating with senior executives to ensure transparency and support throughout the organization

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Tuesday, February 24th, 2015

Break-Outs
Best practices, case studies, workshops and strategy sessions
A Unique Networking Event

Not only do attendees come to learn innovative skills and best practices in user & customer experience, eCommerce optimization, analytics and experience design, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

Network with colleagues and thought leaders from a breadth of industries and functional disciplines

This event includes a number of valuable networking opportunities over the course of two days, including multiple networking breaks and a cocktail reception.

Organizations that attended 2013 events include:

Accuray • Actelion Pharmaceuticals
Adobe Systems • Affymetrix • AGCO • Alere
Allstate • American Superconductor • Amway
Amica Mutual • AppliedMicro Circuits
Ansoff • Array BioPharma • Audi • Atmel
AutoTrader.com • Bank of the West • BASF
Beebley • Blessing Health • Bose Corporation
Briggs International • Cadence • Carlson
Cedar Sinai • Celanese Corporation
Centura Health • Cepheid • Charles Schwab
Chik-Fil-A • Chipotle • Chiquita
Cisco • Citrix • CNN • Comcast • ConAgra
Copa Airlines • Cox • Dean Foods • Diebold
Dolby • Dominoes • Electronic Arts • eBay
EJ Gallo • Emerson • England Logistics
Eon US • Ericsson • ESPN • Exelon Corporation
Expedia • F5 • Facebook • FedEx
Ferring Pharma • Fifth Third Bank • FL Smith
Flour • Foot Locker • FW Murphy • Gap Inc.
Genentech • Gilead • Grant Thornton LLP
JCI • JDS Uniphase • JP Morgan
Juniper • Genworth • Hamilton Beach Brands, Inc.
Hardies • Harvard Clinical Research Institute
IHG • IMClone • Infinity Pharmaceuticals
Ingram Micro • Intuit • Jabil Circuit
JCI • JDS Uniphase • Johnson Matthey
JP Morgan • Juniper • Keurig
Kaiser Permanente • KLA-Tencor
Lam Research • Lancer Corp • Land O’ Lakes
Levi’s • Lexis Nexis • Liberty Mutual Group
Life Technologies • McDean
Maxwell Technologies • Maxygen, Inc.
Macy’s.com • Mercedes-Benz USA • MGM Resorts
Micron Technology • Microsoft Corporation
Mutual of Omaha • Nestle • NetApp
Nike • Nissan • Omnicon, Inc.
Papa Murphy’s Intl. • PayPal
Popeyes® Louisiana Kitchen • Procter & Gamble
RCI • Rent-A-Center • Research In Motion
Roche • SanDisk • Sara Lee • Scottrade
Sephora • Stryker • Symantec • Tibco
URS • USAA • Visa Inc • Vonage
WellPoint, Inc. • Wells Fargo • Turner Sports
Sony Playstation • Sigma-Aldrich • Qwest
HighMark Inc • InComm • NetSuite
Parker Hannifin • SunTrust Bank • UTI
Blue Cross • Gen-Probe • Lockheed Martin
Ventura Foods • Syncapsae • Assurant Solutions
Abbott Laboratories • Certiport • Camden
JDSU • Robert Half International • Pamlab
Harley Davidson • Safeway • Onvia
Baily Tech • Planview • Manheim

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Area – San Francisco International Airport
Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Altamont Group has on-the-ground knowledge of the area’s best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities
Our venue’s excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the region and find that the Westin San Francisco Airport offers excellent accommodations, an unrivaled meeting environment and tremendous value.

Travel
This event is best accessed by-way-of San Francisco International Airport. A complimentary hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs.

Venue – Weston SFO

Westin SFO
1 Old Bayshore Highway
Millbrae, CA

Room Rate
$209

Reservations: 1-650-692-3500

Mention the Altamont Group/Gateway Management room block to the customer service agent

Online Hotel Reservations: https://www.starwoodmeeting.com/Book/AGINC

Earn CPEs
CPE Credits: 13

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.
## Attendee Information

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## Payment Information

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### Pay By Check:
Checks should be made payable to Gateway Management. The mailing address for checks and tax forms is:

Gateway Management  
2625 Alcatraz Avenue, #341, Berkeley, CA 94705

### Cancellation/Rescheduling Policy:
All cancellations made four weeks or longer from the summit’s start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Altamont Group programs.

## Total User Experience Design 2015

### Early Registration
- Includes Monday - Tuesday event plus networking reception  
- $1,599.00

### Standard Registration
- Includes Monday - Tuesday event plus networking reception  
- $1,799.00

### Additional Attendee
- Includes Monday - Tuesday event plus networking reception  
- $1,299.00

### 3 Attendee Rate
- Includes Monday - Tuesday event plus networking reception  
- $3,999.00

For “Early Registration”, register December 31st, 2014

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Online  
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For group discounts, packages and local information please email Jason Evans: jevans@altamont-group.com