Total User Experience
February 9 & 10, 2017 – San Francisco

Customer Experience Planning
Omni-Channel CX Strategy
Customer Journey Mapping
Multi-Channel Touchpoint Identification
Customer Relationship Measurement
Aligning CX, UX and Product Management
Loyalty Marketing and Customer Personas
ROI and Performance Management

www.TCXUX.com
## Thursday, February 9th

### 8:00 am
Registration and Breakfast

### 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
**UX Keynote:**
**Collaborative Experience Design**
An organizational collaboration approach to designing experiences that delight users

**CX Keynote:**
**Omni-Channel Strategy, Framework & Design**
Holistic, uniform customer engagement strategy across channels, touchpoints and devices

### 11:00 am
**UX Keynote:**
**Connected UX**
Integrated framework to manage the full UX process from research, to data management, to strategy

**CX Keynote:**
**Customer Insights for Innovation**
Leveraging customer & user challenges and opportunities to drive innovation

### 12:00 pm
Lunch

### 1:00 pm
**Getting More Users Across the Finish Line**
Framework and best practices to maximize completion rates

**Influencing Behavior through Design**
Design product features that influence end-user behavior

**Integrated Customer Experience**
System for ensuring a uniform customer experience across all touchpoints

### 2:15 pm
**Designing for Touch**
Optimizing user experience on mobile and touch platforms

**Cross Channel Experience Design**
Craft a uniform experience across sales channels and touchpoints

**Customer Value Chain Mapping**
Pinpoint engagement opportunities that enhance customer value

### 3:30 pm
**Agile UX Transformation**
Address the gaps between the agile development model and user experience design

**Data Science Empowering Personalization**
Enable personalized customer engagement through data science

**Maximizing your Return on Customer Experience**
Influencing the behaviors of customers and users to achieve the desired returns

### 4:30 pm
Networking Reception

## Friday, February 10th

### 8:00 am
Registration and Breakfast

### 8:30 am
**Opening Address:**
**Experience-Driven Product Planning**
Aligning desired experiences with products and services that deliver

### 9:45 am
**UX Keynote:**
**The Lean UXer - Living in a Hybrid World**
Understanding the evolving hybrid roles in user experience and the importance of content strategy

**CX Keynote:**
**Customer Experience Journey Mapping**
Develop useful diagrams that map step-by-step customer touchpoints

### 11:00 am
**Beyond Usability: Mapping Emotion to Experience**
Analyzing complexity of our relationships between connected experiences, devices and people

**Voice of Customer Excellence**
Create deep insights through information optimization and utilization

**Multi-Channel Customer Loyalty**
Thinking creatively to delight customers and build long-term advocacy

### 12:00 pm
Lunch

### 1:00 pm
**Designing the Way Forward**
Integrating user experience and design with Agile development

**Persona Development & Utilization**
Create customer personas & product scenarios to tell a product story that produces a unified vision

**Customer Forum Engagement & Optimization**
Enhancing customer and user experience through online community forums

### 2:15 pm
**Closing Keynote:**
**Driving An Experience-Based Culture**
Reinforce products & brands with an organizational strategy focused on the experience

### 3:15 pm
Adjourn
Total User Experience 2017

Creating optimal experiences that delight users will drive them to your organizational and product goals. The challenge for today’s UX designer and developer is to identify the features that create user buy-in and keep their attention. Solving these challenges begins with the user and what we understand about their wants and needs and can only be achieved through rigorous testing and research. The next step is designing great experiences that engage and delight.

Total User Experience 2017 is a two-day, learning, networking summit focused on research, experience, design, and optimization build better, more user-centric products.

At Total User Experience 2017, 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 thought leadership in 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 2017. 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.

Key Learnings & Take-Aways

- Evidence-based approach to user experience through effective insights and analytics
- Innovation methodology to enhance features iteratively
- Persona development and scenario planning to enhance usability
- Agile methodology for increased productivity and workflow
- User-centered design strategies
- Building an experience based culture
- Cross-functional collaboration and stakeholder engagement throughout the development process
- Design-for-Delight and Design Thinking methodology
- User touchpoint mapping and research
- User testing, A/B testing, optimization and analytics
- Aligning product goals with user needs, requirements and restrictions
- Multi-platform UX discussion points
- Technology that promotes UX excellence

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**Keynotes**

*Thursday, February 9th*

**A Day in the Life of Your Customer**

*Knowing customer behaviors and motivations to win and keep business*

- Create 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

**Collaborative Experience Design**

*An organizational collaboration approach to designing experiences that delight users*

- Bring UX, R&D and product managers into a collaborative and cross-functional, high-performance organization
- Create a user-centered experience that leverages design, product and technology excellence
- Leverage the value found in voice-of-customer and test and learn methodologies
- Migrate to an environment that thrives on group creativity and remaining nimble to make rapid changes based on customer/user feedback and needs
- Develop a lean process from design to enterprise rollout

**Connected UX**

*Integrated framework to manage the full UX process, from research, to data management to strategy*

- Mapping out UX timeline and redundancies
- Using data to drive the UX process
- Streamline UX data acquisition: cleansing and management
- Utilizing both small and large scale A/B and multivariate testing
- Encourage test and learn evangelism throughout the product organization

For additional event details, speaking opportunities and discount information:

Josh Powell
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510-984-3620

**Breakout Sessions**

**Integrated Customer Management**

*System for ensuring a uniform customer experience across all touchpoints*

- Create and use a multi-channel and cross channel engagement strategy that maximizes touchpoints
- Utilize both activity-based and value-based marketing to measure both quantitative and qualitative results of engagement
- Ensure consistency and uniformity of the voice speaking to customer across different engagement touchpoints
- Leverage customer data and analytics to know their DNA as they experience various channels and user platforms

**Customer Value Chain Mapping**

*Pinpoint engagement opportunities that enhance customer value*

- Break down each step or deliverable that adds value to your customers
- Grow the overall value proposition by exploiting the most valuable attributes of your product or service
- Gain insight into value-to-customer to enhance product innovation
- Enhance customer segmentation capabilities through better understanding of customer interests

**Maximizing your Return on Customer Experience**

*Influencing the behaviors of users and customers to achieve the desired returns*

- Linking the CX to monetization and ROI
- Integrating decision tree mapping into the planning process
- Assigning and understanding weighted value touch-points
- Optimizing the CX for value-added transactions

**Influencing Behavior through Design**

*Design product features that influence end-user behavior*

- Leverage a methodological approach that ties influencing behavior through design
- Incorporate practices that push beyond just experiences and products to change behaviors
- Utilize design with intent strategies to positively influence behavior
- Create internal process that incentive systematic design strategies

**Cross Channel Experience Design**

*Craft a uniform experience across sales channels and touchpoints*

- Design an integrated approaching to managing cross channel experience design
- Ensure a user experience that is consistent with brand objectives and strategic product vision
- Manage the user experience at all touch points across all channels
- Incorporate experience mapping to influence cross channel experiences
- Transform product design into experience design for improved user experience

**Data Science Empowering Personalization**

*Enable personalized customer engagement through data science*

- Use data science to develop real-time, actionable customer insights
- Integrate visitor information into a real-time scoring methodology to segment, personalize and convert
- Integrate advanced models to predict future customer and visitor actions
- Migrate data analytics to data science to transform data into a revenue center
**Keynotes**

*Friday, February 10th*

**Experience-Driven Product Planning**  
*Implications and challenges for leveraging customer insights for product planning*

- Customer listening methodology to promote innovation
- Visualize the change in customer and consumer dynamics for better product strategy and planning
- Map customer experience with predicting future innovations
- Understand what influences customers and how to innovate to improve their quality of life

**Customer Experience Journey Mapping**  
*Develop useful diagrams that map step-by-step customer touch points*

- Understanding the components of an “ideal” customer journey and transition from conversion funnel
- Streamline the customer experience by simplifying the purchase process
- Analyze the barriers, motivations, actions and possible questions to find duplication and missing links
- Optimize and support the customer’s “out-of-box” experience

**Driving An Experience-Based Culture**  
*Reinforce products & brands with an organizational strategy focused on the experience*

- Instilling an experience based focus throughout all departments to transform organization culture and strategy
- Developing a roadmap for transforming people, process and technology elements of your customer management infrastructure
- Create a personalized approach to customer engagement through deeper customer understanding
- Gain a more comprehensive understanding of customer wants and needs for enhanced strategic and tactical planning capabilities

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**Breakout Sessions**

**Multi-Channel Customer Loyalty**  
*Thinking creatively to delight customers and build long-term advocacy*

- Using customer data to develop winning loyalty strategies
- Effectively leverage traditional – and unexpected – customer-facing channels
- Turning top customers into brand advocates
- Building momentum and growing customer value over time

**Customer Forum Engagement & Optimization**  
*Enhancing customer and user experience through online community forums*

- Creating a resource that engages and matches customer/user needs
- Optimizing navigation, features, layout to streamline use
- Capitalizing on engagement, insights and feedback
- Driving traffic and engagement through content and social outlets

**Voice of Customer Excellence**  
*Create deep product insights that drive optimization and enhance experience*

- Effective methodology used to capture Voice of Customer
- Using customer analytics to promote customer-driven innovation
- Framework for combining VOC with analytics strategy
- Product lifecycle analysis and linking VoC to product lifecycle stages

**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

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2016 marked the 6th year of the Total User Experience event. The event hosts a breadth of industry and product demographics and in return, crafts a speaker faculty with an equally diverse background.

Most attendees find the most value in the learning and sharing of best practices at Product Management & Innovation. However, other value-adds include networking with a national group of like-minded professionals, exposure to new technologies, business development and recruitment opportunities.

One last thing to note – We make every effort to promote vendor-neutrality. Sponsors will not present or pitch their wares within the agenda.