

Time	Session I <i>LOCATION: Auditorium -- 1st Floor</i>	Session II <i>LOCATION: Training Room 3A--3st Floor</i>	Session III <i>LOCATION: Training Room 3F--3st Floor</i>	Session IV <i>LOCATION: Training Room G-- 3rd Floor</i>	Session V <i>LOCATION: Training Room GG--3st Floor</i>
8:00-8:25 a.m.	Breakfast & Student Poster Session (Provided by Missouri University of Science & Technology) <i>LOCATION: West Atrium -- 1st Floor</i>				
8:30-8:50 a.m.	Kickoff by Edward Jones Partner – Discussing the future of Investing <i>LOCATION: Auditorium -- 1st Floor</i>				
9:00-9:50 a.m.	IGNITE STL UX 2011 (Danielle Cooley)	Revealing User Button-to-Action Mapping through Descriptions and Actions (Jeremiah Still) <hr/> If you gave a mouse a Cookie: The challenge of designing User-Oriented medical devices (Melissa Parish)	The Intuitiveness of Computer Programming Language (Andreas Stefik)	Grounding a Complex Transactional System (Jeannine Winkle)	Twitter-Fu: Become a Twitter Ninja (Josh Jeffryes)
10:00-10:50 a.m.	20 Mantras for Making Web Experience Easier (Hafiz Huda & Ryan Swarts)	The Quality of Use Metric (Mike Coble)	ASI Application Design & Technology (Benjamin Watson)	The Art of the Card Sort (Carol Righi)	
10:50-11:05a.m.	Coffee Break				
11:05-11:55 a.m.	When Form Trumps Function (Rob Hutti) <hr/> Don't Make Me Read: Design strategies for reducing the Need to Read (Bill Miller)	UX and Marketing Research: Why We Have to Work Together (Gina Bhawalkar) <hr/> Qualitative/Quantitative: Learn More About Your Users with Web Analytics (Erin Richey)	Applying a Service Design Framework to the Medical Home Concept to Enable Patients (Customers) to Co-design Their Healthcare (Gilbert Jones)		e-Learning by Design (Joe Grant)
12:00p.m-12:50p.m.	Lunch (Provided by Scottrade, Inc.) <i>LOCATION: West Atrium -- 1st FLOOR</i>				
1:00-1:50 p.m.	Unnecessary Obstacles: Can Challenge & Fun Trump Usability (Nathan Verrill) <hr/> Make it Mobile (Lois Lewis)	The DEFGHI's of Creating Technology that Works for People (Mike Coble) <hr/> A Model for How Process and Staffing Decisions Impact Utility and Usability (Mike Coble)	Viral Loops: Building Self-Marketing Applications (Josh Jeffryes)	User Experience and Product Management: Two Peas in the Same Pod? (Jeff Lash)	UX+SEO = <3 (Jared Reed)
1:50-2:05p.m.	Coffee Break				

2:05-2:55 p.m.	Using UX and Web Analytics to redesign a site to optimize conversion (Gina Bhawalkar)	Exploring the Usefulness of Chart Junk (Larry Irons)	The Next Decade of Web Design (Micah Herstand)	Are ya happy now? A survey of job satisfaction in the usability field (Pat Malecek) <hr/> Triangulation: Capturing a User Experience "Big Picture via Multiple Measurement Tools (Richard Hall)	
3:05-3:55 p.m.	(Less) Content (More) Strategy (Danielle Cooley)	Where We've Been & Where We're Going (Brad Nunnally)	Roundtable discussion-Usability, Agile/Scrum, Making it work Together (Kathy Marschak, Scott Rismiller, Jim Welch)		They sell farm equipment? Redesigning Monsanto's Corporate Homepage. (Charlotte Schaefer)
4:05-4:50 p.m.	Keynote Presentation: David Gray -- "Gamestorming" <i>LOCATION: Auditorium -- 1st Floor</i>				
4:50-5:00 p.m.	Thank You & Closing Remarks <i>LOCATION: Auditorium -- 1st Floor</i>				
5:00 p.m.	Reception (Appetizers provided by TBA) <i>LOCATION: East Atrium – 1st Floor</i>				