

1st DAY - October, 4th

- 08:15 - 09:00 **Registration**
- 09:00 - 09:30 **Mustafa Dalci** - Opening Speech: Rating Economies
- 09:30 - 10:00 **Vadim Grin** - 8 Things You Need to Know to Become a Successful Digital Product Designer
- 10:00 - 10:30 **Dr. Carmen Martinez** - Conversational UX for Voice User Interfaces
- 10:30 - 11:00 **- Coffee Break -**
- 11:00 - 11:30 **Noelle Ghanem** - Designing for the Age of Immediacy
- 11:30 - 12:00 **Luky Primadani** - A Journey to User Centric Design Product Development
- 12:00 - 12:30 **Reto Laemmler** - How to Measure UX and Business Goals Using a North Star KPI
- 12:30 - 13:30 **- Lunch Break -**
- 13:30 - 14:00 **Martina Mitz** - UX Charlatans
- 14:00 - 14:30 **Steffi Husslein** - Designing Mobile Augmented Interaction
- 14:30 - 15:00 **Lina Kononenko** - The Challenge of Global User Research
- 15:00 - 15:30 **- Coffee Break -**
- 15:30 - 16:00 **Erik Pfanmöller** - Lessons Learned from Developing a Chatbot for Customer Support
- 16:00 - 16:30 **Michael Steingress** - Building Service Design Into Your Team's DNA
- 16:30 - 17:00 **David Vogel** - The Future of Experience Design
- 17:00 - 18:00 **- Networking -**

2nd DAY - October, 5th

WORKSHOPS - MORNING SESSIONS

- 09:00 - 09:30 **Registration**
- 09:30 - 12:30 **Anil Kumar Krishnashetty**
Create your 1st Amazon Alexa Skill Without Coding
- 09:30 - 12:30 **Sila Karagöl**
Virtues of a Researcher
- 09:30 - 12:30 **Michael Steingress & Katharina Rainer**
How to Create and Evaluate a Customer Journey Map
- 12:30 - 13:30 **Lunch Break**

WORKSHOPS - AFTERNOON SESSIONS

- 12:30 - 13:30 **Lunch Break**
- 13:30 - 16:30 **Cristina Santamarina**
Fix-a-bot!
Improving Conversational UX
- 13:30 - 16:30 **Yuval Keshtcher**
Forget about Lorem Ipsum,
Start with Content First
- 13:30 - 16:30 **Martina Mitz**
Design without Talking to Users

UX Alive!

BERLIN

We would like kindly let you know that there might be some revisions on the schedule. Thanks in advance for your understanding.
Enjoy your time at UXAlive!