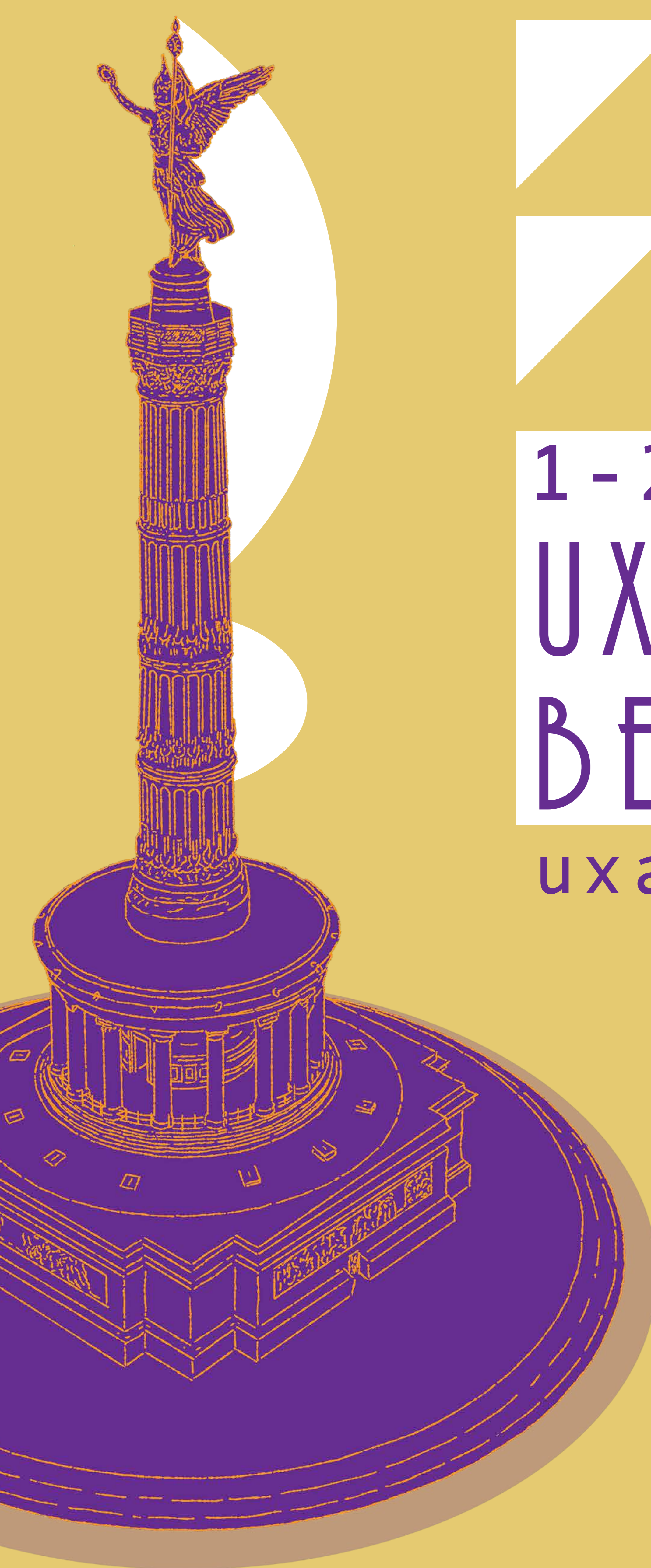


UXALIVE BERLIN 2019, SCHEDULE



1 - 2 OCTOBER
UXALIVE
BERLIN '19
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TALKS

1ST OF OCTOBER, TUESDAY

1ST DAY TALKS

- 08:00 - 08:30 REGISTRATION
- 08:30 - 08:45 MUSTAFA DALCI / Opening Speech
- 08:45 - 09:30 ROLF MOLICH / A UX Stratega – A Fictitious But Realistic Example of a UX Strategy
- 09:30 - 10:00 GILES COLBORNE / Product Roadmaps: Destination Unknown
- 10:00 - 10:30 COFFEE ☕ BREAK
- 10:30 - 11:00 LUKY PRIMADANI & MATTEO MARONATI / The Web Strikes Back!
- 11:00 - 11:30 PAMELA MEAD / Designing Future Experiences During Agile Times
- 11:30 - 12:00 TILL WINKLER / Testing Virtual Products With Real Life Users
- 12:00 - 12:30 ALEXIS ODYSSEOS / Great Design Critique and How to Get It
- 12:30 - 13:30 LUNCH 🍴 BREAK

OCTOBER, 1ST

- 13:30 - 14:00 CLIVE K. LAVERY / Don't Let Your Experience Be Speechless! The (growing) Importance of Voice in UX & Strategy
- 14:00 - 14:30 MARWAN ABOLMAGD / How to Supercharge Your Experimentation Capabilities Using AI?
- 14:30 - 15:00 SERBAY ARDA AYDIT / How to Increase Google Rankings with UX
- 15:00 - 15:30 COFFEE ☕ BREAK
- 15:30 - 16:00 BRITTNEY REYES / Research Well Spent: The ROI of User Research
- 16:00 - 16:30 EMRAH SARIBAZ / Idea Is Overrated
- 16:30 - 17:00 RAVIV MORDOCH / Jobs To Be Done Theory
- 17:00 - 17:30 MICHAEL STEINGRESS / Design Thinking for Startups - How to Establish a Customer-Centric Mindset

WORKSHOPS

2ND OF OCTOBER, WEDNESDAY

2ND DAY WORKSHOPS

MORNING SESSIONS

09:30 - 12:30

PAMELA MEAD

MENTORS : Khaled Abdalla - Mallika Turelay
The Kano Model - Focusing on Your Customers While Prioritizing the Backlog

KATARZYNA ZERKA

I Have an Idea... And What's Next?

BRITTNEY REYES

Unbore Your Stakeholders: Making Research More Engaging

LUNCH 🍴 BREAK

OCTOBER, 2ND

AFTERNOON SESSIONS

13:30 - 16:30

EVA-LOTTA LAMM

Sketching & Visual Thinking Masterclass

MARWAN ABOLMAGD

Validate Your Assumptions. Fast: Designing, Launching, and Analyzing Minimum Viable Experiments

MILAN VUKELIĆ

UX Me If You Can



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