NIELSEN NORMAN GROUP USABILITY WEEK

The Nielsen Norman Group (NN/g), the front-runner of user experience, is hosting a *Usability Week* Conference in Dallas, Texas from April 8-April 12. Speakers with extensive professional experience will be giving hands-on presentations about user experience, emerging web patterns, web usability, and mobile design.

AGENDA

Classes are day-long and hands-on with professionals that participated in the development of Yahoo, PizzaHut, NFL.com, XEROX, and more. Below are my interests in the classes and what I believe would benefit AgComm the most. The classes are linked and will explain the topics and outline the benefits from each class.

Monday	Mobile Websites and Apps
Tuesday	UX Basic Training
Wednesday	HCI for Real World Problems
Thursday	The Human Mind and Usability
Friday	Usability Testing

BRINGING THE KNOWLEDGE HOME

Here's what I would do to bring the knowledge back home:

- **Questions:** Each class has a question and answer session. I'm interested in what others' questions are from both AgComm and AgIT and would compile these questions based on the topic and ask these questions in class.
- **Notes:** Copious notes from each class made available to colleagues in both AgComm and AgIT
- **Presentation:** Depending on the content, leading a UX session of AgMoss in regards to AgComm/AgIT projects and the College of Agriculture website for AgComm, AgIT, and each department's benefit.
- **Resources:** Attempt to gather all resources from my classes and make a section within the Halls of Knowledge for future reference

PRICING

The conference price below is for the early registration period and ends March 8.

Conference Cost	$2,689
Flight Cost & Travel Cost	$550
Hotel Cost	$725
Per Diem	$160
Estimated Total	$4,124