

UX STRAT

Masterclass

January 30, 2015
Austin, TX



Location: The Advisory Board Company
12357-C Riata Trace Pkwy
Building 7
Austin, TX 78727



Registration:
<http://tinyurl.com/mpwbo62>

Learn About Strategic User Experience

UX STRAT Masterclasses are one-day practical workshops on the topic of UX Strategy. The material is useful for UX, Customer experience, and Product Design teams, as well as their executive sponsors, who want to develop a more strategic approach to designing products, services and experiences. Attendees work in teams throughout the day to develop a UX strategy for a realistic digital product.

Why Attend?

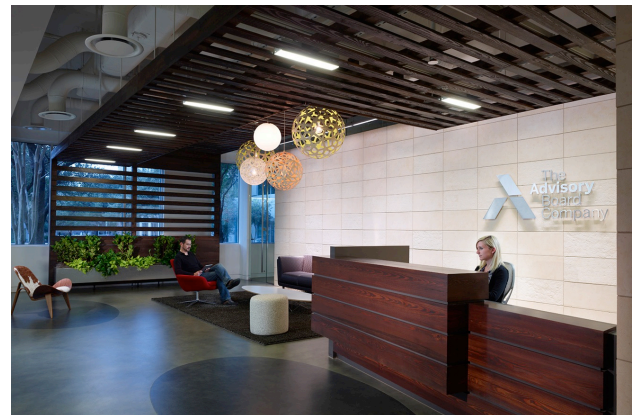
Topics covered in this one-day workshop:

- ★ *How to create a UX Strategy*
- ★ *Moving from tactical to strategic UX design*
- ★ *Aligning UX with your company's business strategy*
- ★ *Using data to prioritize and plan feature sets in a UX Road Map*
- ★ *Modeling customer interactive behavior for design success*
- ★ *Communicating your UX strategy to executives, partners, and your team*

Sponsors



The UX STRAT Masterclass series is facilitated by Paul Bryan, organizer of the UX STRAT conference.



This UX STRAT Masterclass will take place at The Advisory Board Company in Austin, Texas.

For more information, contact us at info@uxstrat.com