

April 19, 2007

Dear UXI Attendee,

Adaptive Path's UX Intensive workshop is just around the corner! To help you plan for your upcoming visit, we've put together what we hope is some helpful logistical information about the venue, the hotel, and transportation options—along with other useful information...

Venue

The Black Orchid
Piper's Alley, 3rd Floor
230 W. North Avenue
Chicago, IL 60610
Phone: 312-944-6200

Transportation and Parking

The Black Orchid is in the Piper's Alley building in the "Old Town" neighborhood of Chicago, just north of the downtown Loop. Parking is available in the Piper's Alley Garage below the building, off North Avenue. The daily parking rate is \$23.

The Sedgwick stop off the Brown Line of the "EL" train is approximately two blocks from the Black Orchid. Several CTA bus lines run through the neighborhood as well. Visit the Chicago Transit Authority website for more information on public transit options: www.transitchicago.com.

If you are staying with us at the Hotel Indigo, the walk to the Black Orchid is short and sweet, perhaps 10 minutes at a leisurely pace...much shorter if you run. Following are some directions should you chose this heart-healthy option:

- *Take a left on Dearborn outside of the Hotel Indigo and proceed to the first corner*
- *At the corner of Dearborn and Goethe, turn left and proceed three blocks to Wells St.*
- *Take a right on Wells and proceed to North Ave.*
- *The Piper's Alley building is on the northwest corner of Wells & North (Starbucks is on the street level of the building, but we will have our own coffee, so you can skip it this time.)*
- *Once inside the building, take the escalators to the third floor and follow signs to the Black Orchid*

Daily Agendas

Monday, April 23

Please note that Brandon Schauer has been grounded by his doctor and is therefore unavailable to lead Monday's workshop (we suspect he really believes planes are infested with snakes). In his stead, one of Adaptive Path's Senior Experience Designers, Andrew Crow, and top-notch Design Researcher, Todd Wilkens will lead the day. Not bad subs if we do say so ourselves.

8:30-9:00 AM	Registration
9:00-9:30 AM	What Is Design Strategy?
9:30-11:00 AM	Focus: How to Generate Real Business Value
11:00-11:15 AM	Break
11:15-12:30 PM	Definition: What You Are (and Aren't) Delivering
12:30-1:30 PM	Lunch
1:30-2:45 PM	Customer Value: Resonating with Customer Needs
2:45-3:00 PM	Break
3:00-4:15 PM	Scope: Realistically Reaching the Vision
4:15-4:30 PM	Putting It All Together
4:30-5:00 PM	Q&A

Tuesday, April 24

8:30-9:00 AM	Registration
9:00-9:30 AM	Understanding People as People
9:30-11:00 AM	Framing and Planning Research
11:00-11:15 AM	Break
11:15-12:30 PM	Creating, Choosing, and Mixing Approaches and Methods
12:30-1:30 PM	Lunch
1:30-2:30 PM	The Art of Effective Interviewing
2:30-3:30 PM	Making Sense of Research Findings
3:30-3:45 PM	Break
3:45-4:30 PM	Making Research Effective
4:30-5:00 PM	Q&A

Wednesday, April 25

8:30-9:00 AM	Registration
9:00-10:00 AM	Turning Research into Design Concepts
10:00-11:15 AM	Making Good Design Decisions
11:15-11:30 AM	Break
11:30-12:30 PM	Designing Suites and Designing Across Platforms
12:30-1:30 PM	Lunch
1:30-2:15 PM	Inheriting (and Fixing) Broken Products
2:15-3:15 PM	Communicating Designs Throughout an Organization
3:15-3:30 PM	Break

3:30-4:30 PM Team-Building and Collaboration Tools
4:30-5:00 PM Q&A

Thursday, April 26

8:30-9:00 AM Registration
9:00-11:00 AM Content Analysis & Modeling
11:00-11:15 AM Break
11:15-12:30 PM Metadata
12:30-1:30 PM Lunch
1:30-3:00 PM Controlled Vocabularies & Tagging
3:15-3:30 PM Break
3:15-4:30 PM Architecture Solutions
4:30-5:00 PM Q&A

Meals and Social Events

Continental breakfast, lunch, and coffee breaks will be provided onsite each workshop day. Adaptive Path will also host cocktails each evening from 5:00-6:00 pm at various restaurants in and around Old Town. Please plan to join us for some networking each evening following your session. Walking directions to the restaurants will be provided day of.

Attire

Look good feel good as my gym coach used to say. But in all seriousness, it may be wise to dress in layers if for no other reason than it's springtime in Chicago, which sometimes feels like winter in most other parts of the country.

Technology Stuff

The venue will have free Wi-Fi available. Also, stay tuned for more information on our UX Intensive blog, which will offer all the latest and greatest on the Chicago workshops and beyond.

Attitude

Positive, what else?

Travel safely, bring your no. 2 pencils, and drink plenty of water.

See you soon!