Eight Years of IUE

Reflection and Perspective

by Keith Instone

July 17, 2012, IUE

http://www.iueconference.com/

@keithinstone

Hashtag: #iue12

Internet User Experience 2005

Internet User Experience 2006

INTERNET USER EXPERIENCE 2008

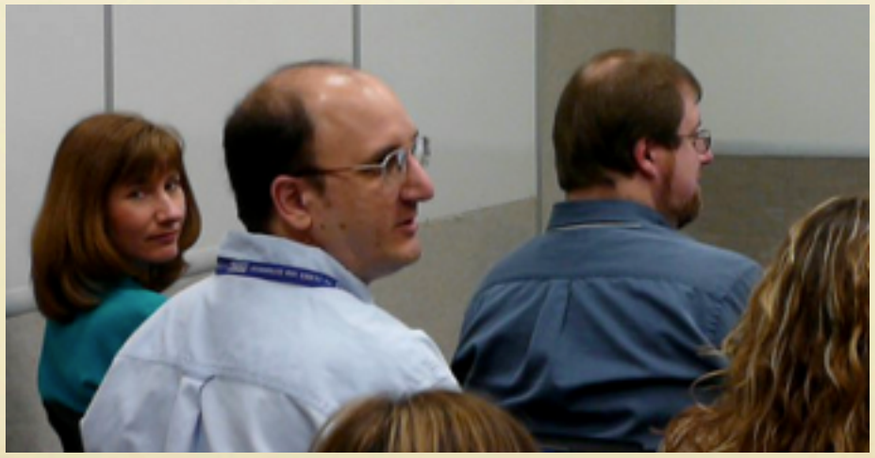
8 years? Time flies!

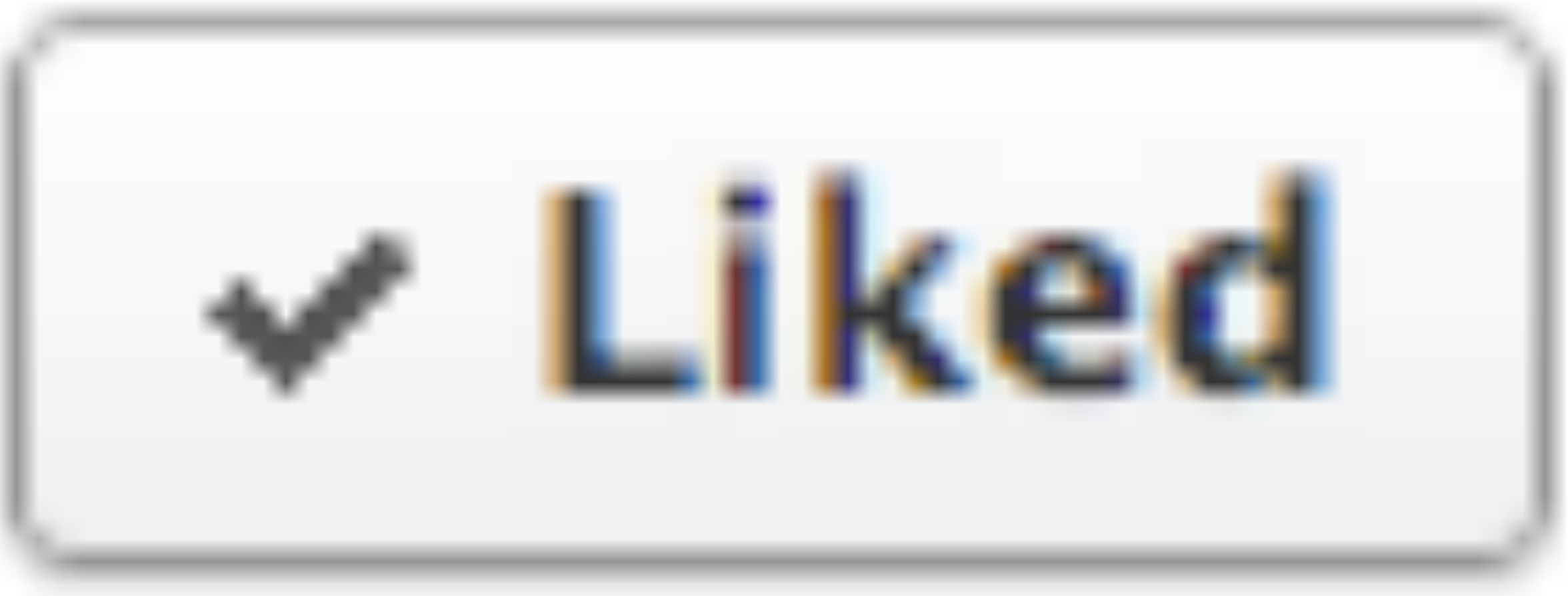
2005	2006	2007	2008	2009	2010

2006
MI
UPA
Keith Instone
Presenter
2007
Drink
Main Event (Feb 20-21)
Keith Instone
Conference Speaker
Keith Instone
IBM.com
2009
Lunch
Keith Instone
2009
2006
Keith Instone
IBM

CovenantEyes.com
Internet Accountability and Filtering Software

Metrics
MARKETING GROUP
METRICS MARKETING:




Liked

C = main Conference
T = Tutorials

		Sa	Su	Mo	Tu	We	Th
2005	Mar 14-15			T	C		
2006	Feb 20-23			T	C	T	T
2007	Feb 19-22			T	C	C	T
2008	Mar 31 - Apr 4				C	C/T	T
2009	Mar 30 - Apr 2			T	T	C	C
2010	Jul 24-29	T	T	C	C	C/T	T
2011	Oct 10-13			T	C	C	C
2012	Jul 16-18			T	C	C	

Price Trends

	Main Days	Std Early/Day	Tut/Day
2005	1	300	300
2006	1	400	400
2007	2	250	450
2008	1.5	170	200
2009	2	200	400
2010	2.5	200	500
2011	3	?	?
2012	2	250	400

Disclaimer: There have been discounts for local membership (like MiUPA) and being a student, so actual costs were much less for many people. Some paid more with non-early rates.

Main Conference Sessions & Topics

	#	What	How	Case studies	State Panel
2005	7	Navigation, Retail	Field research, Metrics	0%	Y
2006	7	Retail	Iteration, Analytics	60%	
2007	12	Writing, Search	Personas, Software dev	25%	Y
2008	15	HCI, SEO, Retail	Eye tracking, Children, Org	25%	MI
2009	28	Social, Games, Accessibility	A/B, ET, Org, Recruiting, Agile, Architecture	15%	
2010	39	IA, Social, Mobile, Content	Remote, Careers, Agile, Eye tracking	10%	
2011	32+	Mobile, Automotive, Self-service, HMI, Bad practices	Mobile, Org, Agile, Sketching, Teams	10%	Y
2012	34+	Mobile, Worst, Responsive, Navigation, Automotive	User research, Scenarios, Personas, Managing, Accessibility	10%?	

Speakers & Geography

	# Speakers	Local	Non Local	% NL
2005	9	9	0	0%
2006	15	12	3	20%
2007	23	17	6	26%
2008	26	17	9	35%
2009	39	27	12	31%
2010	52	37	15	29%
2011	43	37	6	14%
2012	30?	27?	3?	10%?

Speaker: Tutorial giver, presenter, panelist, short talker
Local: SE Michigan (80 mile radius from AA)

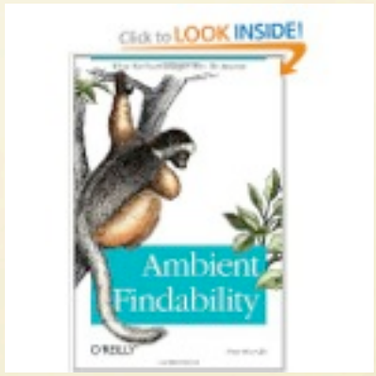
(Repeat) Sponsors	2005	2006	2007	2008	2009	2010	2011	2012
U Wrld/Clear Usability					G	G	G	G
Usable Development					G	G	G	
TechSmith		E	E	Y	G	S	S	S
HFI		E	E	Y	S	S		
Axure					S	S	S	
Loop11						S	S	
Tobii						S	S	
SMI					S	S		
Michigan UPA	O	O	O	O	O	O	O	O
WCC	O	O	O	O	O	O	O	
MOCHI/Michigan CHI	O		O	O			O	O
STC SM	O		O	O	O	O		
MSU UARC						O	O	
U of M SI				O	O			S
UXnet	O	O	O	O				

Dave MR

Average / year: 1/2 tutorial, 1 presentation, 1 panel

Peter Morville: 4 Keynotes

2005	Experience Design Unplugged
2006	Ambient Findability
2010	Search Patterns: Design for Discovery
2011	Ubiquitous Information Architecture: Strategies For Cross-Channel User Experience Design



2012: From Information Architecture to Ambient Findability to Intertwingularity: An Inspiring Conversation

Other Notables

- Jason Withrow: Tutorials 7/8 years
- Chris Farnum: Presentations 7/8 years (case studies mostly, 3 @ ProQuest, 4 @ Enlighten)
- Tec-Ed: Presentations 4/8 years
- Susan Weinschenk: Keynotes 4 straight years
- Tim Keirnan & Design Critique (89 episodes!)
- Menlo Innovations: more & more each year

My View

- Yes, we have the talent (in the region) for high quality UX conference content
- Stamina to do it for 8 years
    - But still too much on Dave's shoulders?
- Collaboration across disciplines "before it was cool" (UPA: UXPA)
- Develop locals for bigger stage
- Yes, the Midwest can be a destination (vs. the coasts)
    - Further evidence at Midwest UX: "Boy there sure are a lot of people from the midwest here" (doh!) and "I like the vibe here"

Largest Challenge

- "The Price" (but root challenge is deeper)
    - 2007, Refresh Detroiter: "I think it is a bit overpriced, given the fact that all of the people presenting are local talent and no leaders of the industry are presenting."
- If ME == "User Experience Professional" then CHEAP
    - vs. travel to a coast, for example
    - vs. having a crappy job
- Root challenge: "I am just a web designer", not part of a profession, not a professional
- Possible solution: A very low-cost part of the program to get the "non professionals" hanging out with the UX professionals
    - Goal: Get more people thinking of themselves as "UX professionals"

The Big Picture

High Quality Regional UX Events

Talent Development

Talent Retention

Talent Attraction

Start Companies

Improve Companies

REGIONAL ECONOMIC DEVELOPMENT

Thanks!

- See http://instone.org/iue-8years for slides, links to Wayback Machine, photos from over the years, etc.
- ENJOY THE SHOW!