

modevcon.com • #modevcon

# Sample Schedule

## UX + Design

### Day One • December 11

- 10:00-10:30am Session • [Data Driven Prototyping: The Marriage of CrazyEgg and Axure](#)
- 11:00-11:30am Session • [Responsively Native—A Fresh Hybrid Approach](#) -OR-
- 11:00-11:30am Session • [The Value of Illustration in Mobile Interface Design](#)
- 11:30a-12:30pm Workshop • [Mobile Design Essentials](#)
- 1:30-2:00pm Session • [Win Hearts, Win Users with Emotional Design](#)
- 2:00-3:00pm Session • [Digitizing Dieter Rams' Ten Principles for Good Design](#)
- 3:30-4:00pm Session • [Mobile Usability Testing - More Than an Afterthought](#)
- 4:00-5:00pm Session • [Web Typography for a Mobile World](#)

### Day Two • December 12

- 9:00a-12:15pm Morning Keynotes and Talks
- 1:15-2:15pm Special • [Startup Alley and Office Hours](#)
- 2:15-2:45pm Session • [Design Tuning Using Gaze + Touch Tracking](#)
- 3:00-4:00pm Session • [Using iBeacon to Enhance the Experience of Place](#)
- 4:00-4:30pm Session • [Native vs. Hybrid: Advantages vs. Limitations](#)
- 4:30-5:00pm Keynote • [Why Velocity is the Killer App at Netflix - Andy Glover](#)