

Mobility & User Experience Impacting the Bottom Line

Thursday, July 14, 2016

Mobile technology is here to stay and is becoming more important than ever.

- Demand for mobile devices eclipsed any other technology in 2015
- Approximately 20% of all ecommerce sessions are now happening on smartphones and tablet devices with this increasing to 50% over the next three years
- Mobile digital media time is past the tipping point at 51% versus 42% for desktop.

These are just a few data points that are driving businesses to allocate a significant share of their IT budget on mobile initiatives. There's unanimous agreement that having a strong mobile strategy is crucial for success not only in North America but also around the world. A critical component of this strategy includes providing a fluid User Experience across a range of devices, sensors and network connections taking into account the user's environment. It's this combination that's crucial to earning trust and business. This event will cover everything you need to know if you are either looking to gain a competitive edge by designing an effective mobile strategy with customer experience as a key component or provide such design services to your customers.

Join us to learn more about developments in this field from the following three experts with very unique perspectives.

Digitization and Gamification in the Higher Ed Classroom

Larry Dugan – Director of Instructional Technologies at Monroe Community College

In the past 20 years, higher education has been transformed by the inclusion of more modern technologies into the curriculum. Campuses are employing more online resources to manage the students' digital learning experiences. Learning management systems are becoming the norm and adapting to the types of interfaces being used by students daily. It's not unusual for a student to take an entire course on a phone or tablet. This has its challenges and making courses "mobile friendly" is the focus of many instructional designers. Dr Lawrence Dugan, the Director of Instructional Technologies at Monroe Community College will describe how the iPhone and Nike plus was used to track student's activity in an online course called "Walk and Jog" and allowed participation from as far away as Singapore when such a course usually requires on site attendance.

Building a Platform that's Capable of Curating an Extraordinary Experience when Interacting with Data

Brian Annechino – Director of Government and Public Sector Solutions of iVEDiX

The explosion of mobile-connected communities is a global phenomenon. Over the past few years Africa has shown some of the greatest upward trends of mobile adoption and usage not only in everyday use, but especially in its ability to support a wide range of healthcare challenges. Mobile devices are often the only technology available, especially in places where

it's difficult to find power lines, fixed-line telecom infrastructures and even personal computers. The usability of mobile devices in healthcare settings have the power to significantly bring Africa into the 21st century while greatly impacting lives from real time epidemic surveillance, inventory and stock out monitoring of life saving medicines, point of care solutions for improving patient records and more. The usability and experience of the applications accessed by these mobile devices can make life saving differences throughout each country of the developing world. Learn how Brian and iVEDiX are disrupting healthcare with a laser focus on mobility and user experience with some specific examples of their work with the United Nations for public health.

Building an Engaging Customer Experience: UX Matters
Damir Saracevic - President and Founder of Rivet CX Group

In today's day and age, digital customer experience is often the brand differentiator. But how do you know if your experience is working for your customers? How do you bring that "Outside-In" view into your marketing and product development? How to ensure that you meet your business needs and customer expectations? Learn the answers to these and many other questions about impact of understanding your customer journey and UX from Damir Saracevic, President and Founder of Rivet CX Group, a local agency focused on customer experience.

AGENDA

7:30 am - 8:00 am Registration and networking

8:00 am - 9:30 am Presentations

9:30 am - 10:00 am Q&A - Moderated by Amit Bhattacharya, Sr. Vice President
Healthcare & Partnerships, iVEDiX

Event Type Regular Event

Event Date Thursday, July 14, 2016

Event Time 7:30 AM

Location Locust Hill Country Club

2000 Jefferson Road

510 Kreag Road

Address Pittsford, NY 14534

[Map to Location](#)

Event Pricing

Price

Non-Members	\$35.00
Guests Registered by a Member	\$35.00
Corporate Member	\$20.00
Individual Supporting Member	\$20.00

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