Monthly Meeting - September 11, 2007

Marrying the Qualitative + Quantitative: A Match Made in Heaven for User Centered Design

and

Software Instrumentation: How to Developer Smarter Products with Built-in Customer Intelligence

Tuesday, September 11, 2007
7:00 to 9:30 p.m.
http://www.baychi.org/program/

PARC's George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:

Marrying the Qualitative + Quantitative: A Match Made in Heaven for User Centered Design
Avinash Kaushik, Author, Blogger, Analytics Evangelist

Avinash Kaushik will offer his perspective on new ways in which user researchers leverage new methodologies to understand customer behavior. He will also talk about opportunities to partner with the quantitative analysts to improve your own understanding of the website while improving their understanding of the customer.

Avinash Kaushik is the author of Web Analytics: An Hour A Day and the highly rated web analytics blog Occam’s Razor. He is an independent consultant with a focus on helping companies unlock the power of Web Analytics 2.0 and use data as a strategic competitive advantage. Avinash is also the Analytics Evangelist for Google. He is a frequent speaker at industry conferences in the US and Europe.

Software Instrumentation: How to Developer Smarter Products with Built-in Customer Intelligence
Cameron Turner, co-founder and CEO, ClickStream Technologies

Companies have long used product instrumentation to create a feedback loop to connect users to developers of their products. Using customer experience feedback, the product development process becomes more intelligent; dynamically enabling developers to focus on profitable features and relieve testers from covering unused features. During this session Cameron Turner explores the concept of instrumentation, including successful examples of product instrumentation used by Adobe and Microsoft.

Cameron Turner, co-founder and CEO, ClickStream Technologies, conducted global market research for Microsoft for eight years as Lead Program Manager and Product Planner, and helped to create their financial reporting software, including a SOX solution. He developed ClickSight in 2003 while earning his MBA at Oxford.

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Directions: www.baychi.org
Complete abstracts and bios: http://www.baychi.org/program/