On-Line Customer Experience Shapes Business & Digital Storytelling

Tuesday, July 8
7:00 to 9:30 p.m.
http://www.baychi.org/program/

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

7:30 to 9:30:

- **Bits and Users: How the On-Line Customer Experience Shapes Business**
  - Mark Hurst, Creative Good

- **Digital Storytelling: Story of a Movement**
  - Scott Rosenberg, Salon.com

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

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**Bits and Users: How the On-Line Customer Experience Shapes Business**

The on-line user experience drives the success or failure of any on-line initiative. From e-commerce sites to on-line financial services to enterprise-wide wireless applications, on-line projects must serve the user's needs as much as those of the business. Drawing from past evaluations and consulting projects, Mark will describe the importance of the on-line customer experience.

Mark Hurst founded Creative Good in 1997 as the world's first user experience consulting firm. He runs Creative Good with Phil Terry in New York City.

Mark is also the founder and host of the Gel conference (Good Experience Live), which was first held on May 2, 2003 in New York City. Gel 2004 will be held on April 30, 2004 in New York City. Hurst's Good Experience newsletter has tens of thousands of subscribers worldwide.

Previously, Hurst was director of product development at Yoyodyne, an early internet marketing firm founded by Seth Godin and later bought by Yahoo!. Hurst began his Internet career as a graduate researcher at the MIT Media Lab. He holds holds bachelor's and master's degrees in computer science from MIT.

**Digital Storytelling: Story of a Movement**

Stories are not "just for kids": Narrative helps us organize our memories and share our experiences. Over the last few years, digital tools to create and distribute stories have dropped in price and come into the hands of a wide public. Digital cameras and video have made each of us into a rich-media archivist, and the internet has created a universal platform for distributing our tales. The digital storytelling movement is a low-hype, high-value effort among artists and educators to use these tools to empower individuals and build communities, turning us all from members of an audience to tellers of our own stories. This talk will tell some of this story and explore some of the issues it raises.

Scott Rosenberg is co-founder and managing editor of Salon.com and has also served as Salon's senior vice president for editorial operations since October, 2000. Before joining Salon, he was the San Francisco Examiner's movie and theater critic for nearly ten years. He won the George Jean Nathan Prize for his theater criticism and started a column covering digital culture in the early 1990s.

Rosenberg grew up in Queens, New York, and holds a Bachelor of Arts degree in History and Literature from Harvard University. He maintains a personal web site and a weblog. You can reach Scott at scottr@salon.com.

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