

DAY 1 Nov12, 2010

9:00am	欢迎词 Welcoms Speech	2楼 和平厅 2nd Floor Peace Hall
9:15am	Silvia Zimmermann	
9:15am	UPA中国年度报告 UPA China 2010 Annual Report	2楼 和平厅 2nd Floor Peace Hall
9:45am	英语 Jason Huang	
10:00am - 11:30am	大会开幕式主题演讲：文化及其复杂性 Opening Keynote: Culture and Complexity Donald Norman	2楼 和平厅 2nd Floor Peace Hall
	如何成功地建立一个用户体验团队？ How to successfully build up a UEDteam?? 刘怡佳 Yvonne Liu 甄文刚 David Chen	2楼 君子兰厅 2nd Floor Souris Kathryn
	UI设计与产品设计的趋势 The Trend of Product Design and UI/Design 傅振 John Fu	2楼 贵宾厅 2nd Floor Vest
	UCD在产品开中的应用—中兴通讯与四川长虹的UCD实践 UCD in Product Development -BestPractice of ZTE and Changhong 李滨华 Manhai Li 李强强 Guoqing Li	2楼 白玉兰厅 2nd Floor Yu Lan Magnolia
	如何通过使用移动应用达到电子商务用户体验的简单性 How to drive the simplicity in e-commerce user experience by leveraging the mobile application development? Kevin S. Lee	2楼 郁金香厅 2nd Floor Tulip
1:30pm	用户体验的质量保证 QA User Experience 吴利 Alan Huang 戚薇文 Vivian Qi	2楼 贵宾厅 2nd Floor Vest
5:30pm	触摸屏手机交互与视觉全流程 体验设计创新 Designing for Touch Screen Phones 刘卓 Leo Liu 翁子清 Kiro Zeng	1楼 玉兰厅 1st Floor Hulling Room
	从生态学的角度看用户体验设计 Find the ecosystem in design of MobileInternet 韩京东 Click Dong	1楼 清风厅 1st Floor Qingfeng
3:00pm	读书会 Book Signing by Donald Norman	2楼 和平厅 2nd Floor Peace Hall
3:30pm	大会官方晚宴 第二届用户体验设计大赛颁奖礼 User Friendly 2010 Banquet Announcement of Winners of UXD Award 2010	2楼 和平厅 2nd Floor Peace Hall
6:30pm		
9:30pm		

DAY 2 Nov 13, 2010

	产品国际化和跨文化设计 Globalization of Products and Cross-cultural Design 李杰强 Li Dongyuan 周宇 Zhou Yu	2楼 贵宾厅 2nd Floor Vest
	移动与互联网产品用户体验 User Experience on Mobile and Internet Products 陶敏 博士 Rong TAO Ph.D.	2楼 君子兰厅 2nd Floor
	团队创新管理培训(KAI) Kiran Adaptation Innovation KAI Workshop Debbie Delaney 黄莉 Cathy Huang	2楼 玉兰厅 2nd Floor Yu Lan Magnolia
9:00am - 12:00pm	提高你的访谈技能与技巧 Developing your interview skills Mia Northrop	2楼 贵宾厅 2nd Floor Vest
	如何做设计表单(普通网站和手机网站表单) Designing Web and mobile forms 陈斌军 Chu Chui Chen	2楼 贵宾厅 2nd Floor Vest
	面向新兴市场的移动设计原则 Mobile User Experience design for Emerging market 张玥 Renee Zhang	2楼 清风厅 2nd Floor Hulling Room
	用户体验管理的实践与企业利益结合 The combination of corporation interests and user experience management practices 江明伟 Mingwei Jiang 刘亚军 Yanjun Liu	1楼 玉兰厅 1st Floor Qingfeng Room
1:30pm	主题演讲: Culture-Sensitive Design Methods Keynote Speech: Culture-Sensitive Design Methods Phil Lee Kun-Pyo	2楼 和平厅 2nd Floor Peace Hall
2:30pm	主题演讲: 从新兴经济体中社会与文化层面角度看看可用性与设计 Keynote Speech : Usability and Design of Socio-Cultural Interfaces in the Emerging Economies Prof.M P Ranjan	2楼 和平厅 2nd Floor Peace Hall
2:30pm		
3:30pm	主题演讲: 为智慧地球设计 Keynote Speech : Design for a Smarter Planet Karel Vredenburg 程峰 Feng Cui (Christie)	2楼 和平厅 2nd Floor Peace Hall
4:00pm - 5:00pm		
7:00pm - 9:30pm	专题论坛: 用户体验+移动互联网时代 Forum:User Experience @ Mobile Internet Age	2楼 贵宾厅 2nd Floor Vest

DAY 3 Nov 14, 2010

9:00am - 10:00pm	主题演讲: 真实产品的用户体验创新 Keynote Speech:User Experience Innovation for Real Products 王吉晋 GianYing (Jane) Wang	2楼 和平厅 2nd Floor Peace Hall
10:00am - 10:30pm	读书会 Book Signing by Bill Buxton	2楼 和平厅 2nd Floor Peace Hall
10:30am - 11:30pm	大会闭幕主题演讲: 体验设计的时候了! Closing Keynote:It's About Time Bill Buxton	2楼 和平厅 2nd Floor Peace Hall
	摆脱龙套: 如何实现用户体验价值 Stop being a utility man: how to realize UE values 林敏 Min Lin	2楼 君子兰厅 2nd Floor Souris Kathryn
	情感体验设计中的产品性格与概念模型设计 Product Characteristics and Concept Model Marc Rettig Design 朱仰 Robin Zhu	2楼 贵宾厅 2nd Floor Vest
	互联网产品的无线化实战 Real-Life Practices in Internet Products Going Wireless 肖佳 Xu Jia 赵春强 Chun JinZhao	2楼 白玉兰厅 2nd Floor Yu Lan Magnolia
1:30pm	研究与快速实地调研: 实践与文化议题 Research and rapid field studies: practical and cultural issues 李汉明 Ming Lee	2楼 贵宾厅 2nd Floor Vest
5:30pm	“烧菜式”用户体验 —— 互联网和移动互联网用户 “Cook” the User Experience — UX Practi cesFrom Internet and Mobile Internet 陆宙 Guo Lei	2楼 贵宾厅 2nd Floor Vest
	微博之力 The Energy of Microblogging 王军 Wang Jun 谢磊 Luo Qi	1楼 清风厅 1st Floor Hulling Room
	为设计服务的用户研究 Be close to research for design 邵胜军 Anze Li Lang	1楼 清风厅 1st Floor Qingfeng Room
7:00pm - 9:30pm	UPA中国答谢宴会 Farewell Party for Speakers & VIPs	