



PARTNERS:

inuse



MALMÖ UNIVERSITY

MALMÖ KONGRESSBYRÅ AB

FROM BUSINESS TO BUTTONS

DESIGNING FOR EFFECT. MALMÖ JUNE 14-15 2007

Better design. And better business. Learn how to get both.

From Business to Buttons is arranged by Malmö University and inUse. With 21 employees inUse is the leading usability company in Scandinavia which offers services to secure business value of IT-projects.

Some highlights are:

Learn the secrets from Yahoo!'s User Experience Design team that designs some of the world's most visited web sites.

New York Times Redesign

How do you redesign the website for a venerable news brand with a distinct identity and a loyal readership? What's more, how do you face challenges like the commoditization of online news, the rise of user-generated content, and other emerging technology trends, while still upholding journalistic standards?

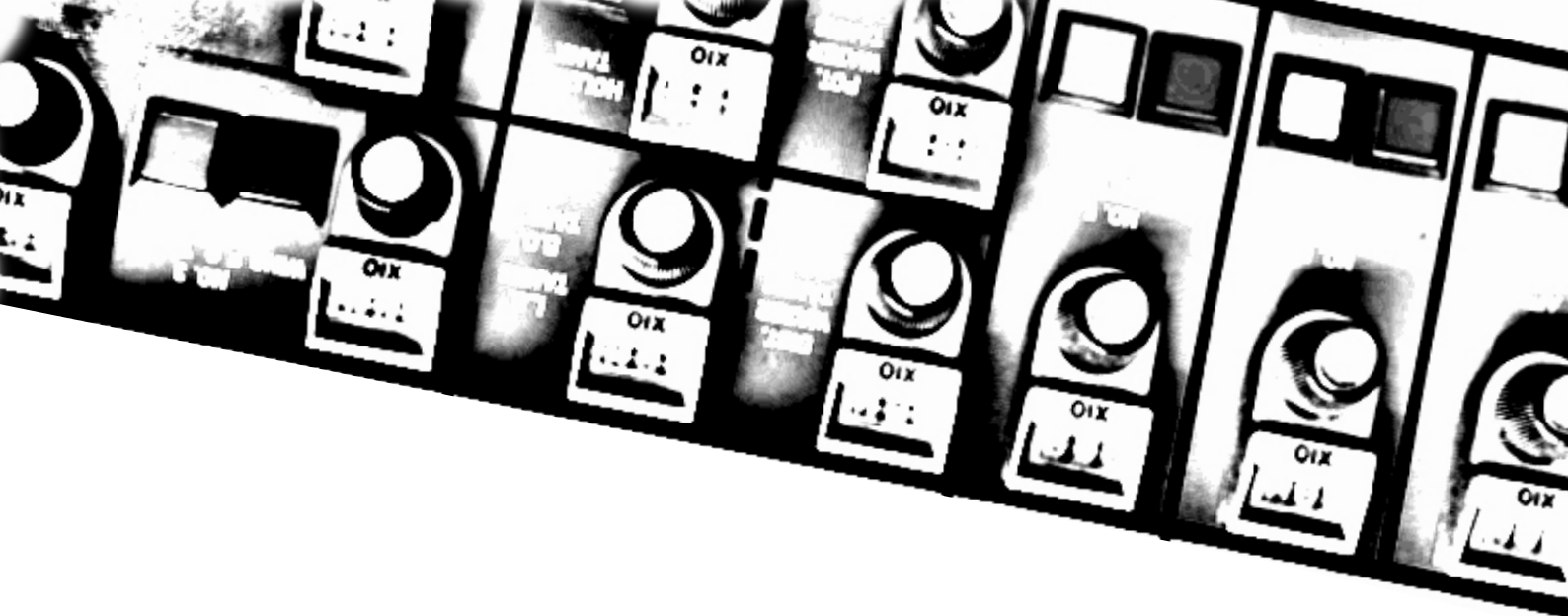
Learning from games

Human beings are playful. We're constantly playing games: some serious, some frivolous. We learn things through play: we try new things out, experiment, and explore. Games and play can provide new methods and metaphors for interaction designers. We can make our designs more playful, and thus more engaging.

Effect Management in theory and practice

A unique strength of Effect Management is the business-to-buttons-perspective: The effect map clearly describes the relationship between expected business effects, the users, and the design of the IT-product.





Learn how high you can reach when your design team speaks business. And your business listens.

A Conference Dinner will be held on Thursday June 14th inspired by inUse interaction designers. The evening will be filled with surprises and possibilities to interact with other attendants.

Here is your chance to meet the people behind world-class web sites, high-tech products and services like Sony Ericsson, Skype and Ajax.

Listen to **Brandon Schauer** speak about Greater competitiveness with Experience Design and let **Kim Goodwin** teach you about Visual design with personas and goal.

Early fee - before April 30th

2 days: 875 € (8 000 SEK VAT not incl.)

1 day: 550 € (5 000 SEK VAT not incl.)

Late fee - from May 1st

2 days: 1 100 € (10 000 SEK VAT not incl.)

1 day: 850 € (7 500 SEK VAT not incl.)

Early-Bird before 30th April 875 € for 2 days
The regular rate is 1100 €. Register now on our website!
www.busstobuttons.se

inUse

Issues concerning seminars and workshops please contact:

Funda Denizhan

E-mail: funda.denizhan@inuse.se

Phone: +46 8 58 88 77 82

www.inuse.se

Malmö Kongressbyrå

For partnership, exhibition, hotels and practical information please contact:

Linn Nilsson

E-mail: linn@malmokongressbyra.se

Phone: +46 40 25 85 50

www.malmokongressbyra.se

