



# KEYNOTES WE OFFER

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## Top 5 Things You Need To Know About People

Brain and behavioral science research is exploding with new and sometimes strange insights about how people perceive, pay attention, think, learn, and take action.

We share our top 5 things you need to know about people, including research on vision, unconscious mental processing, and what triggers our brains to make a decision. Get inspired to put brain and behavioral science into the design of your next product.

## Ethics

Ethics are important. In this keynote we'll share how the difference between nudges, mandates, coercions and manipulations, behavioral science methods and techniques that inform unethical tactics, a formula to calculate how ethical your products and services are, and more. Guthrie Weinschenk, J.D., a licensed attorney, and a behavioral scientist discusses new ways to think about the intersection between ethics and technology.

## **The Top 5 Cool Behavioral Economics Research Takeaways**

Behavioral Economics is a subset of Behavioral Science that deals with how humans make choices when presented with options. This talk isn't about how to do behavioral economics, it isn't about math, or modeling or any tough to understand stuff. It's about cool research people have done. We've done the hard work for you, read the research, summarized it, and now give you 5 really cool takeaways about humans you can use in your everyday work.

## **The Future of Human-Technology Interaction**

Machine learning, advanced robots, and virtual reality are here. UX professionals and designers are making crucial design and ethical decisions now that will shape the interactions between machines and people for years to come. Dr. Susan Weinschenk explores what are the most important decisions designers are making, and highlights the skills and knowledge you will need to design our future with technology.

## **Breaking Down UX Strategy for Maximum Impact**

Creating and executing a UX Strategy can greatly multiply the power and effectiveness of the UX work you do. Learn about the four layers of UX Strategy you can use: Project, Portfolio, Team, and Enterprise.

## **Vision And The Brain**

New research out on vision, the brain, and what and how people see, has surprising and sometimes counter-intuitive insights. Do you know why peripheral vision is as important, and maybe more important than central vision? How about the special part of the brain dedicated to processing faces?

Learn about the latest research on vision and the brain and how that research can be applied to the design of your products.

## **Re-train Your Brain With Mindfulness**

Research from universities and hospitals now shows that you can re-train your brain to react differently to stressful situations and to everyday life. In this keynote we'll share what mindfulness is, how to practice it, and specifically what happens in your brain when you do it.

Susan Weinschenk, Ph.D. has been practicing and teaching mindfulness since 2009. In this talk she will share the latest research and provide an experience of mindfulness for the audience.

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