

Foyer & Jutekelder

- Registration & coffee 08:30 - 09:30
- Coffee & tea 10:30 - 11:00
Visit demos and meet our partners
- Lunch 12:35 - 13:45
Visit demos and meet our partners
- Coffee and tea 15:20 - 15:45
Visit demos and meet our partners
- Drinks 17:30 - 19:00
Visit demos and meet our partners

Perserij

- Opening by Brian Pagán 09:30 - 09:45
- Keynote: What UX maturity looks like 09:45 - 10:30
Tomer Sharon
- Making UX count at Funda 11:00 - 11:45
Barbara Koop
- Organisational driver of user experience 11:50 - 12:35
Jasper van Kuijk
- Reach global, love local 13:45 - 14:35
Bas Raaijmakers
- Be more certain - a practical approach to scaling a research practice 14:35 - 15:20
Gregg Bernstein
- Sparkling thoughts: How to test a service design 15:45 - 15:55
Chris Meeuwssen
- Sparkling thoughts: User friendship 16:00 - 16:10
Maike Klip
- Sparkling thoughts: Tools and methods are killing your product 16:15 - 16:25
Ivo Domburg
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Keynote: Persuasive nudges don't design themselves
Reint Jan Renes 16:30 - 17:15

■ Closing by Brian Pagán 17:15 - 17:30

Meelzolder

■ Getting user insights into real business - combining insight for inspiration and validation
Froukje Sleeswijk Visser 11:00 - 11:45

■ The GDPR challenge: mixed methods in action
Kathleen Asjes 11:50 - 12:35

■ Relationships are complicated: how data analysis and UX research come together at Zendesk
Brent Palmer 13:45 - 14:35

■ Adapting methods to understand financial behaviour: lessons from Haiti
Erin Taylor 14:35 - 15:20

Douchelokaal

■ Is the "UX Lab That Actually Works" a myth? - Building and updating UX Labs
Konstantin Samoylov 11:00 - 11:45

■ Recruiting users fast and cheap with Facebook ads
Auke Molendijk 11:50 - 12:35