UX SPEED DATING

How it Works:

Attendees come in user + designer pairs.
Designers bring products or prototypes they would like tested.
Designers can be marketers, writers, designers, PMs, etc.
Designers spend the hour moderating their test to three users.
Users spend the hour participating in three different tests.

Each member of the pair must RSVP to the meetup.

Users should not be professional designers.
Users should be web-savvy and between 21-65 years old.

You can be either a tester or a user, not both.
Users and testers are differentiated by wrist bands.
You can swap roles between events but not during them.

Show up on time.
Seriously, plan ahead.

Check in and receive a wristband.
Testers get a blue wristband, users get green ones.
Users will also get a ticket to be entered to win the grand prize.
Users will need to fill out the survey if they didn't do so already.

Each meetup includes three 20-minute sessions.
Designers only need to prepare one test
Designers set up a testing station and stay put.
Users rotate to a new test every 20 minutes.

Winner is announced at the end of the event.
Only users are eligible to win the grand prize.
If you are not present for the announcement we will draw another ticket.

Schedule

6:00-6:30
Arrive and check in
Get nametags and wristbands
Set up your testing station

6:30-6:40
Welcome & Announcements
Sponsor pitch(es)

6:40-7:00
Testing round 1

7:00-7:05
Break

7:05-7:25
Testing round 2

7:25-7:30
Break

7:35-7:55
Testing round 3

7:55-8:05
Sponsor pitch
Grand prize winner announced

8:05-8:30
Mingling & goodbyes
Travel responsibly

Confidentiality

Event hosts, sponsors, venue staff, other designers, and users are not responsible or liable for violations of confidentiality you may have with your client or employer. Testers are encouraged to provide tests that do not fall within their client/employer's non-disclosure agreements. Consider making an abstract test that does not contain client branding or intellectual property. Designers are also welcome to bring their own non-disclosure agreement and/or release forms for users to sign. It's on you, don't get yourself in trouble.