

Usability Test Lab

Influence IBM customer engagement products by providing feedback on designs. Test new ideas for a familiar product, or use this opportunity to experience a solution you haven't worked with before. Visit the Usability Test Lab to sign up for a one-hour session at zone 540.

Usability Test Lab Schedule May Tuesday 17, 2016

Sessions	10:00 - 11:00 am	11:15 - 12:15 pm	1:30 - 2:30 pm	2:45 - 3:45 pm	4:00 - 5:00 pm	5:15 - 6:15 pm
Customer Analytics - Customer Experience Analytics	Blue	Blue	Blue	Blue		Blue
Customer Analytics - Digital Analytics			Blue	Blue	Blue	
Customer Analytics - Tealeaf Customer Experience on Cloud	Blue	Blue			Blue	Blue
Marketing - Interact Live	Green			Green	Green	Green
Marketing - Journey Designer			Green	Green	Green	
Marketing - Marketing Software	Green	Green	Green			Green
Marketing - Performance Insights and Segmentation	Green	Green	Green	Green	Green	Green
Marketing - Programs	Green	Green			Green	Green
Marketing - Universal Behavior Exchange		Green	Green	Green		
Digital Experience - Content Hub	Purple	Purple		Purple	Purple	
eCommerce & Merchandising - Dynamic Pricing		Blue	Blue	Blue		Blue
eCommerce & Merchandising - Commerce Insights	Blue		Blue		Blue	Blue
eCommerce & Merchandising - Store	Blue		Blue	Blue		
Cross- Portfolio Innovation - Workspace Collaboration	Orange	Orange	Orange		Orange	Orange
Cross- Portfolio Innovation - Experiential Search		Orange		Orange	Orange	Orange

Usability Test Lab Schedule
May Wednesday 18, 2016

Sessions	8:30 - 9:30 am	9:45 - 10:45 am	11:15 - 12:15 pm	1:45 - 2:45 pm	3:15 - 4:15 pm	4:15 - 5:15 pm
Customer Analytics - Customer Experience Analytics						
Customer Analytics - Digital Analytics						
Customer Analytics - Tealeaf Customer Experience on Cloud						
Marketing - Interact Live						
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eCommerce & Merchandising - Dynamic Pricing						
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Cross- Portfolio Innovation - Workspace Collaboration						
Cross- Portfolio Innovation - Experiential Search						



Usability Test Lab Session Descriptions

Customer Analytics - Customer Experience Analytics

Customer Experience Analytics will seamlessly integrate capabilities from multiple products in our existing portfolio, by weaving together a dashboard of top line metrics, comprehensive journey analysis, and contextual session details—all within a unified UI. Discover how Customer Experience Analytics aims to provide value to omni-channel and single-channel business leaders by presenting a holistic view of customer journeys.

Customer Analytics - Digital Analytics

Get a sneak peek at the newly redesigned Digital Analytics—a platform for web analytics, data monitoring and comparative benchmarking. You will interact with the re-imagined Report Builder—a versatile interface that combines all reporting types in one experience—and generate an ad-hoc report using existing and newly built segments, breakouts, and metrics.

Customer Analytics - Tealeaf Customer Experience on Cloud

Try our two new report types - KPI report and Process report. Use a KPI report to monitor KPI status, goals, and trends. Set targets to track performance, and build comparisons by defining a dynamic time range to view trends. Create a Process report to analyze the conversion rate and abandonment rate for a specific process.

Marketing - Interact Live

Be the first to explore our new offering Interact Live, an IBM Marketing Cloud application that enables marketers to create meaningful, real-time interactions with targeted individuals through dynamically generated, personalized communication across channels. As a marketer, you will design and plan personalized content and effectively target customers across multiple channels by understanding performance and customer context through real-time data and behavior.

Marketing - Journey Designer

Come see how Journey Designer is rapidly evolving into a central organizing hub, where marketers can come together to begin orchestrating omni-channel customer experiences. Design, plan and collaborate on customer journeys. Facilitate execution across all channels and systems of engagement. Understand performance in the context of the entire customer journey or individual journey stages and touch points.

Marketing - Marketing Software

Help us design your dream marketing system. What parts of the process do you wish you could do better within IMS? What intelligent insights do you wish the system could provide you? How does event detection, offer management and customer profiling capabilities fit into your current marketing system? Provide your insights and help shape IMS to be your end to end solution.

Marketing - Performance Insights and Segmentation

Reporting on campaign effectiveness and segmenting your customer base are two activities integral to the Marketer. In this session, catch a glimpse of Performance Insights, the Marketing Cloud's new reporting capability, helping you see in near-real-time how campaigns perform against business goals and industry benchmarks. You'll have a chance to tell us how well we're meeting your needs. Then, weigh in on how the Marketing Cloud can offer more user-friendly segmentation techniques in order to get the right communications to the right people at the right time. By giving your feedback on these two essential topics, you'll influence both short- and long-term product design innovations.

Marketing - Programs

Preview designs of the new IBM Marketing Cloud Programs 2.0 and help define the flow and specifications of next-generation program creation. How would you build, split, and test paths to optimize customer experiences? What insight do you want to provide on viewing contacts in various stages of your running program? Be part of defining the visual data needed to deliver highly engaging, personalized content geared toward specific audiences.

Marketing - Universal Behavior Exchange

Join us for a personal usability session with Universal Behavior Exchange, an open exchange that enables you to share customer data between endpoints within a marketing ecosystem without IT intervention. See how you can register all endpoints to use on a UBX account and track and monitor your organization's data integration with an easy-to-use interface

Digital Experience - Content Hub

Content Hub combines content management and digital asset management capabilities into one user experience. See how Content Hub could be your single content repository for all channels and touch points where Creative, Marketing, and Merchandising professionals can collaborate. Come see how Content Hub analyzes and automates key tasks such as assigning tags and keywords to content and generating image versions for mobile, tablet, and alternate uses.

eCommerce & Merchandising - Dynamic Pricing

Come discuss how Dynamic Pricing fits into your current business environment. Experience how you can review, understand and approve recommended price changes in your category. Get a sneak peak of the newly redesigned strategy metrics and influence the design of future tools on our roadmap.

eCommerce & Merchandising - Commerce Insights

Discover and experience the ways in which Commerce Insights will automate some of the most time-consuming merchandising tasks and give you insight with the power of analytic metrics and in-context merchandising actions. Explore improved productivity through automated category sequencing based on metrics in a lightweight and in-context interface. Help us shape the next level of automation for category sequencing based on product attributes.

eCommerce & Merchandising - Store

Get a sneak peak on how we are empowering Store Associates. A Store Associate can capture a customer's order and complete check out anywhere on the sales floor. A Store Associate can accept and process a returned item from a customer irrespective of what information they have about the order. Experience numerous entrance points for accepting a return, including accepting blind returns, even and uneven exchanges. Provide feedback and influence the design to empower your Store Associates.

Cross-Portfolio Innovation - Workspace Collaboration

The Message Center brings the most important communications from across your tools together to provide a holistic view of (1) what you need to know now, and (2) what you need to do now. We will walk through the story of a team using message center to work collaboratively. Throughout this story, we will pause to collect your feedback on how messages and alerts are being categorized, and how you expect to work within the message center tool to maximize it's value across your commerce tools.

Cross-Portfolio Innovation - Experiential Search

The Experiential Site Search offering is one of the strategic cognitive services offered by IBM Commerce. It combines an understanding of the searcher's tone and context with the nuances of everyday language use to enhance the searching experience and provide the best results. In this session we'll explore different options for how search can be initiated, displayed, and trained.

