Best Practice and Guidelines for talk description.

Talk Title

KISS: Keep it simple and specific
maximum **80 characters**

Three Learning Skill

Provide short descriptions of what participants will be able to do by the end of a learning activity.

3 Learning skills with **50 - 80 characters each**

Talk Description

Create curiosity and interest. Try to include most important information in the first 2 lines. **500 - 900 characters**

Example

Cross-continent business through UX data-driven design

The e-commerce industry is dramatically increasing all around the world especially South East Asia due to completely Internet infrastructure. According to the Statistics Portal report, the revenue of E-commerce amounts to 1.7 billion USD in 2018. Most of the key players (Eg. Amazon, Alibaba) are not only investing but also expanding their business to the other markets directly. Cross-continent business is not easy to get world user insight by traditional interview, therefore the remote UX data-driven solution will be a trend to collect world data to dig deeper user insight.

1. How to run the real remote UX testing with 4 steps to find out your product hurdles

2. Learn how data driven methods like AI helps UX to understand culture differences

3. Define a effective use case in simple steps to run a remote testing to improve UX