

## **Theory vs Practice: How Attention to User Experience and Project Management Practices Improves Information Access**

**Panel Chair:** Jack Ludden, Getty Communications Assistant Director, and Head of Web & New Media Development

**Panel Presenters:**

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**Panel Abstract**

This session will focus on the Getty's Web & New Media Development Group's recent production efforts that updated the Getty's online exhibition presentations. We will talk about user research and prototyping methods; conversations with stakeholders; how we established project objectives; how we defined success; best practices regarding production process; and how we evaluate and refine our final product. We will also share how the production team helped a diverse set of constituents feel valued, throughout the project lifecycle. We hope that those attending the session will learn about user experience best practices that have been successful in the cultural heritage community as well as better understand effective project management techniques that help create a well-executed final product.