

# Call For Participants

## WORKSHOP #4 : Mall Builder



*Jon Deragon*  
Senior UX Consultant

- **Date : 25th August 2016 (Thursday)**  
**Venue : Clear Lab, Faculty of Information and Communication Technology, UTeM, Melaka Malaysia | Time : 14.30 pm - 16.30 pm**

- Malls are part of our lives, but have they kept up with the expectations of modern consumers?
- Come join an "architecture crew" to create your vision of a mall that disrupts mall design as we know it and create the ultimate shopping and entertainment experience.
- You'll learn how to use team collaboration and design thinking along with proven UX process basics such as competitive analysis, interviewing, story boarding, prototyping & various validation techniques to design mall floor plans of the future.

- **Contact Information : Jasber Kaur a/p Gian Singh**  
**Email : [jasber@tmsk.uitm.edu.my](mailto:jasber@tmsk.uitm.edu.my)**

- **For (i) fee and payment and (ii) registration information, please visit the website : <http://fskm.uitm.edu.my/iuser2016/workshop.html>**

Organizer



Co-Organizers

