No matter how cool your product is, how effective and powerful it is, if no one uses it, it’s as if it doesn’t exist. In this talk you will learn how to understand your users, see how they grasp your product, what they understand, and what they don’t. You'll discover how usability studies, user feedback, analytic and additional tools and techniques allow us to track users’ behavior, listen to what they’re thinking, and use this new knowledge to improve our products.

Shira Weinberg is the Program Manager of Microsoft's products that integrate JavaScript with the mobile Android platform. Previously she led the work on a Windows Phone application that allows real time location sharing. Shira is passionate about technology, user experience, web, mobile, social and people. She holds an MBA degree from IDC Herzliya.