

Target WUD Final

Purple and white text, followed by the Target Bullseye logo, appear over a bright red backdrop.

ON SCREEN TEXT: World
 Usability Day
 Inclusion Through
 User Experience

The backdrop fades, revealing a crowd mingling around tables in a spacious lecture hall. A group of vision-impaired people holding walking sticks talk and laugh.

People stand in front of a buffet table filled with trays of food. Jonathan Mann addresses the crowd from a stage. A Target bullseye fills a projector screen behind him. Burned-in subtitles display his speech.

JONATHAN: I want to welcome you all today to Twin Cities World Usability Day Celebration.

The crowd, seated, applauds. Then Jonathan speaks to two people amongst the tables.

Jonathan speaks to an interviewer.

ON SCREEN TEXT: Jonathan Mann
 Senior Director of User Experience
 Design & Accessibility, Target

JONATHAN: So World Usability Day is an annual event that brings together people in the profession of usability to learn from each other, to inspire each other, and basically to elevate our craft so we kind of make the world a more usable place.

People mingle among the tables in the lecture hall.

A seated crowd stares intently at words on the projector screen.

SEAN: World Usability day is all about celebrating the people that create great design experiences.

Sean Murphy speaks to an interviewer.

ON SCREEN TEXT: Sean Murphy
 Vice President Digital Product, Target

SEAN: It's not something that's right or wrong, but it's a craft, and this is celebrating that craftsmanship.

A woman in a geometric black and white dress speaks to the crowd onstage.

SEAN: Target has a world-class accessibility team....

A man at a podium emblazoned with the Target Bullseye reads from a laptop.

SEAN: And we're gonna hear from them today.

A group of people wearing Usability Day T-shirts sit in a row onstage and speak to the crowd.

SEAN: We're gonna have a panel of some of the team, but Target is best in class for accessibility.

Jonathan speaks to an interviewer.

JONATHAN: So we're definitely moving the field forward, and we have some other speakers who are doing the same.

The crowd listens to Liz Tupper. Then she speaks to an interviewer.

LIZ: People come together and talk about how to make things better for users in all the products that they use throughout their lives.

Liz speaks from the podium. Ryan Strunk talks to an interviewer.

RYAN: The fact that we've got this big party here to talk about how to make sure that everybody can use the things that we build is a huge step forward.

The panelists stand onstage and engage with the crowd.

RYAN: One thing that I hope everybody takes away from tonight is it is not hard to get started.

Ryan sits in a row with other panelists and speaks into a microphone.

RYAN: Doing accessibility is a really straightforward, simple thing to begin.

Ryan continues his interview.

RYAN: And it's something that everybody can do with just a little bit of understanding.

A woman laughs onstage, while the crowd applauds.

The panelists wave to the camera. The screen fades to red, and the Target Bullseye recedes into the middle of the screen.