

08:30 Conference Registration

Room **BIOSPHERE GREEN & BLUE**

09:15 Welcome to UX Scotland 2018

09:30 **Keynote** • 60 minutes

**Designing services using DesOps in the Industrial Revolution 4.0**

**Peter Fossick** Factotum Design

10:30 Refreshment Break

Rooms	BIOSPHERE GREEN	BIOSPHERE BLUE	OZONE	SALISBURY SUITE
11:00	<p><b>Case Study</b> • 45 minutes</p> <p><b>Thoughtful growth: designing experiences for Instagram's new and next users</b></p> <p><b>Valerie Ross</b> <b>Whitney Trump</b> Instagram</p>	<p><b>Case Study</b> • 45 minutes</p> <p><b>How to create a user-centered 'digital ecosystem' across devices</b></p> <p><b>Soren Engelbrecht</b> MAERSK</p>	<p><b>Workshop</b> • 90 minutes</p> <p><b>Designing future experiences for children to have better relationships with food</b></p> <p><b>Christina Li</b> Melon Experience Design <b>Rachel Liu</b> Pearson Education</p>	<p><b>Hands-On</b> • 90 minutes</p> <p><b>User-centred content</b></p> <p><b>Mike Dunn</b> <b>Helen Triggs</b> Edo</p>
	SWITCHOVER	SWITCHOVER		
11:50	<p><b>Case Study</b> • 45 minutes</p> <p><b>The search continues: creating a great search experience in a post-Google world</b></p> <p><b>Sarah Folkes</b> <b>Selene Hinkley</b> Shopify</p>	<p><b>Case Study</b> • 45 minutes</p> <p><b>We need to talk about data</b></p> <p><b>Chris Taylor</b> D8</p>		
12:35	Lunch Break			
13:30	<p><b>Case Study</b> • 45 minutes</p> <p><b>UX methods for helping your customers help themselves</b></p> <p><b>Jay Brewer</b> Rapid7</p>	<p><b>Case Study</b> • 45 minutes</p> <p><b>The UX of management</b></p> <p><b>Adrian Howard</b> Quietstars</p>	<p><b>Workshop</b> • 90 minutes</p> <p><b>Intro to sketchnoting</b></p> <p><b>Chris Spalton</b> Foolproof</p>	<p><b>Workshop</b> • 150 minutes</p> <p><b>Human-Centered Design Leadership</b></p> <p><b>David Hoang</b> One Medical</p>
	SWITCHOVER	SWITCHOVER		
14:20	<p><b>Case Study</b> • 45 minutes</p> <p><b>Bridging the 3000-mile gap between the users and you</b></p> <p><b>Sarah Morgan</b> FanDuel</p>	<p><b>Case Study</b> • 45 minutes</p> <p><b>UX heresy: when simple won't do</b></p> <p><b>Rick Monro</b> Puppet</p>		
15:05	Refreshment Break			
15:30	<p><b>Case Study</b> • 60 minutes</p> <p><b>Be more certain: a practical approach to research practice</b></p> <p><b>Gregg Bernstein</b> Vox Media</p>	<p><b>Case Study</b> • 60 minutes</p> <p><b>Designing for VR: what we've learned</b></p> <p><b>David Taylor</b> E-VR</p>	<p><b>Case Study</b> • 60 minutes</p> <p><b>The Sensorium: designing future interactions</b></p> <p><b>Dr Emilia Sobolewska</b> Edinburgh Napier University</p>	<p><b>CONTINUED</b></p> <p><b>Workshop</b> • 150 minutes</p> <p><b>Human-Centered Design Leadership</b></p> <p><b>David Hoang</b> One Medical</p>
16:30	Social Evening			

09:00 Conference Registration

Room **BIOSPHERE GREEN & BLUE**

09:30 **Keynote** • 60 minutes

**Systems, discontinuities and thinking beyond UI: key questions for designing connected products**

**Claire Rowland** Claire Rowland Associates

10:30 Refreshment Break

Rooms	BIOSPHERE GREEN	BIOSPHERE BLUE	OZONE	SALISBURY SUITE
11:00	<p><b>Case Study</b> • 45 minutes</p> <p><b>Using a Google Design Sprint as a product superpower</b></p> <p><b>Aaron Kovalcsik</b> Indeed</p>	<p><b>Case Study</b> • 45 minutes</p> <p><b>Bring it to life</b></p> <p><b>Markus Knigge</b> Volkswagen Financial Services AG - Digital Unit</p>	<p><b>Tutorial</b> • 45 minutes</p> <p><b>Asking better questions</b></p> <p><b>Chris How</b> Clearleft</p>	<p><b>Tutorial</b> • 45 minutes</p> <p><b>How we became accidental accessibility champions, and how you could too!</b></p> <p><b>Chris Gibbons</b> <b>Anya Braun</b> Auto Trader</p>
	SWITCHOVER	SWITCHOVER	SWITCHOVER	
11:50	<p><b>Case Study</b> • 45 minutes</p> <p><b>UX designers vs. climate change</b></p> <p><b>James Christie</b> Mad*Pow</p>	<p><b>Case Study</b> • 45 minutes</p> <p><b>Practising creativity</b></p> <p><b>John Lloyd</b> Hilton</p>	<p><b>Tutorial</b> • 45 minutes</p> <p><b>Getting started with Jobs-To-Be-Done</b></p> <p><b>Andy Irvine</b> FreeAgent</p>	

12:35 Lunch Break

13:30	<p><b>Case Study</b> • 60 minutes</p> <p><b>Accessible everyone</b></p> <p><b>Michael Crabb</b> University of Dundee</p>	<p><b>Discussion</b> • 60 minutes</p> <p><b>UX in the wild: mentorship</b></p> <p><b>Sarah Klassen-Rempel</b> Descartes Systems Group</p>	<p><b>Tutorial</b> • 60 minutes</p> <p><b>The lost art of task modelling</b></p> <p><b>Jesmond Allen</b> Jesmond Allen Ltd</p>	<p><b>Case Study</b> • 60 minutes</p> <p><b>Leveraging customer service expertise to improve UX</b></p> <p><b>Llara Geddes</b> Beauty Bay</p>
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14:30 Refreshment Break

15:00	<p><b>Case Study</b> • 60 minutes</p> <p><b>Making sense of complex systems</b></p> <p><b>Tim Caynes</b> Foolproof</p>	<p><b>Case Study</b> • 60minutes</p> <p><b>Full stories</b></p> <p><b>Gregg Bernstein</b> Vox Media</p>	<p><b>Tutorial</b> • 60 minutes</p> <p><b>Using micro-interactions to create memories and brand loyalty</b></p> <p><b>Kimberly McLean</b> Herringbone Studio</p>	<p><b>Tutorial</b> • 60 minutes</p> <p><b>Statistics for UX professionals</b></p> <p><b>Jessica Cameron</b> User Vision</p>
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16:00 SWITCHOVER

Room **BIOSPHERE GREEN & BLUE**

16:10 Lightning Talks

**UXFail**

8 minutes

**Colin McQuistan**  
Sopra Steria

**Let's talk about sex and gender - working together to get the question right**

8 minutes

**Jane Reid**  
Freelance user researcher

**The worst lightning talk in history**

8 minutes

**Mark Dalgarno**  
Software Acumen

**Your lightning talk?**

8 minutes

**You?**

17:00 Social Evening

09:00 Conference Registration				
Room BIOSPHERE GREEN & BLUE				
09:30 <b>Keynote</b> • 60 minutes <b>Changing the remit</b> Kate Tarling Fly UX Ltd				
10:30 Refreshment Break				
Rooms	<b>BIOSPHERE GREEN</b>	<b>BIOSPHERE BLUE</b>	<b>OZONE</b>	<b>SALISBURY SUITE</b>
11:00	<b>Case Study</b> • 45 minutes <b>Backpack, our journey in creating a design system</b> James Ferguson Skyscanner	<b>Case Study</b> • 45 minutes <b>Expecting the Unexpected: Designing for edge cases</b> Courtney Yule Scott Logic	<b>Tutorial</b> • 45 minutes <b>Darker patterns: the problems with seemingly seamless user experiences</b> Jessica Cameron User Vision	<b>Workshop</b> • 90 minutes <b>Play the part: an introduction to technology experience prototyping</b> David Hoang One Medical Melissa Hickey Fannie Mae
	SWITCHOVER	SWITCHOVER	SWITCHOVER	
11:50	<b>Case Study</b> • 45 minutes <b>Overcoming bias in design</b> Heather O'Neill Pixels for Humans	<b>Case Study</b> • 45 minutes <b>Big results from small efforts: using discount usability for valuable UX insights</b> Aleks Wruk FreeAgent	<b>Tutorial</b> • 45 minutes <b>UX and the spaces in between</b> Kevin Richardson Infragistics	
12:35 Lunch Break				
13:30	<b>Case Study</b> • 60 minutes <b>A New IA for NHS.UK</b> Sophie Dennis NHS Digital	<b>Tutorial</b> • 60 minutes <b>Bringing order to the chaos - good UX governance</b> Stephen Denning User Vision	<b>Case Study</b> • 60 minutes <b>Co-designing better experiences, with learners from different ages and cultures</b> Rachel Liu Pearson Education	<b>Case Study</b> • 60 minutes <b>What I learned about motivation while losing 5 stone in 6 months</b> Spencer Turner Cultivate
14:30 Refreshment Break				
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15:00 <b>Endnote</b> • 60 minutes <b>Post-UX</b> Cennydd Bowles Cennydd Ltd				
16:00 Conference Close				