

08:15 Conference Registration

Room **BIOSPHERE GREEN AND BLUE**

09:20 Welcome to UX Scotland 2019

09:30 **Keynote**
Opti-pessimism: design, AI, and our uncertain future 60 minutes
Cheryl Platz Principal Designer and Owner Ideaplazt, LLC

10:30 Refreshment Break

Rooms	BIOSPHERE GREEN	BIOSPHERE BLUE	OZONE	SALISBURY SUITE	HUTTON ROOM
11:00	<p>Case Study</p> <p>Research heresies 45 minutes</p> <p>Will Myddelton Home Office</p>	<p>Case Study</p> <p>Hug your Stakeholders, do more for the users: What I learned about doing UX in a non-UX organisation 45 minutes</p> <p>Joseph Emmi Storm ID</p>	<p>Workshop</p> <p>Designing decisions workshop 90 minutes</p> <p>Jessica Cameron Mudano</p>	<p>Hands-On</p> <p>Innovation for geeks 90 minutes</p> <p>Joanne Richardson Orange Bus</p> <p>Hannah Kaner Orange Bus</p>	<p>Tutorial</p> <p>The importance of mapping, and how to do it well 45 minutes</p> <p>Kirsty Joan Sinclair FutureGov</p>
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11:55	<p>Case Study</p> <p>I just want to be believed 45 minutes</p> <p>Sam Groves Ministry of Justice</p>	<p>Case Study</p> <p>How to design products people want using 'jobs-to-be-done' 45 minutes</p> <p>Jean-Francois Hector The App Business</p>			<p>Discussion</p> <p>It's not U it's X 45 minutes</p> <p>Rich Williams Craneware</p>

12:40 Lunch Break

13:30	<p>Case Study</p> <p>Machine learning for designers 45 minutes</p> <p>Memi Beltrame Less A Mess</p>	<p>Case Study</p> <p>What is ResearchOps? 45 minutes</p> <p>Jane Reid Reid Between the Lines Ltd</p> <p>Brigitte Metzler Australian Government Department of Human Services</p>	<p>Case Study</p> <p>Practicing Depth 45 minutes</p> <p>Simon Duncan Scott Logic</p>	<p>Workshop</p> <p>Graphical interface to voice interface 150 minutes</p> <p>Anil Kumar Krishnashetty bitgrip GmbH</p>	<p>Hands-On</p> <p>Chatting with InChat: chatbots for research 90 minutes</p> <p>Hector-Michael Fried InChat</p> <p>Rory Gianni InChat</p>
	SWITCHOVER	SWITCHOVER	SWITCHOVER		
14:20	<p>Case Study</p> <p>Rewire your Team: Nurturing a Neurodiverse Workplace 45 minutes</p> <p>Amy Johnson Arity</p>	<p>Case Study</p> <p>From design to large-scale execution: reshaping a territory 45 minutes</p> <p>Sylvie Daumal WeDigitalGarden</p>	<p>Case Study</p> <p>Applying top tasks to design a better experience 45 minutes</p> <p>Chris Rourke User Vision</p>		

15:05 Refreshment Break

15:30	<p>Case Study</p> <p>UX with hard-to-reach people in easy-to-reach places 60 minutes</p> <p>Michael Crabb The University of Dundee</p> <p>Rachel Menzies The University of Dundee</p>	<p>Case Study</p> <p>Making agile your friend, not your enemy 60 minutes</p> <p>Jason Turner TAB (The App Business)</p>	<p>Discussion</p> <p>Can I really be a mentor? 60 minutes</p> <p>Sarah Klassen-Rempel Descartes Systems Group</p>	<p>CONTINUED</p> <p>Workshop</p> <p>Graphical interface to voice interface 150 minutes</p> <p>Anil Kumar Krishnashetty bitgrip GmbH</p>
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16:30 Social Evening

08:45 Conference Registration

Room **BIOSPHERE GREEN AND BLUE**

09:20 Welcome to UX Scotland

09:30 **Keynote**
The Art of Things Not Done 60 minutes
Sophie Dennis Strategic Design Consultant

10:30 Refreshment Break

Rooms **BIOSPHERE GREEN** **BIOSPHERE BLUE** **OZONE** **SALISBURY SUITE** **HUTTON ROOM**

11:00	Case Study Sharpening our research craft 45 minutes Ben Cubbon OVO Energy Jessica Dilworth OVO Energy	Case Study UX and the quest for awesomeness 45 minutes Lee Summerfield AJ Bell	Tutorial Rapid reporting and showcasing of usability testing 45 minutes Neil Allison University of Edinburgh	Case Study And how does that make you feel? 45 minutes Emma Craig Shopify	Case Study Wicked problems 90 minutes Ricardo Vazquez Shopify
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11:50	Case Study The biggest lie! The role of design in defining new "rules" for data privacy in the context of open science 45 minutes Vanessa Barone Sage Bionetworks Woody MacDuffie Sage Bionetworks	Case Study Put on your own oxygen mask before helping others 45 minutes Anne Dhir We Are Snook Ltd	Tutorial Let's make captions beautiful and create the right captioned video experience 45 minutes Ahmed Khalifa Khalifa Media	Tutorial Experience listening 45 minutes Laura Yarrow Experience UX	
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12:35 Lunch Break

13:30	Case Study Unleashing the business-changing power of UX for B2B customers 60 minutes Alan Colville Colville	Case Study Learning from museums 60 minutes Sarah Klassen-Rempel Descartes Systems Group Philip Klassen-Rempel Independent	Workshop WCAG 2.1 - raising the accessibility bar 60 minutes Ed Chandler User Vision Gayle Whittaker User Vision	Workshop Solving problems and making friends using design sprints 120 minutes Steve Burrows University of Dundee Rob Ryder-Richardson University of Dundee	
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14:30 Refreshment Break

15:00	Case Study Discovering the right to write: research into the need for in-cell word processing in prisons 60 minutes Amber Westerholm - Smyth Ministry of Justice	Tutorial Beyond digital impact: measuring the value of UX 60 minutes Timothy David Dixon Nomensa	Hands-On Building a geet canny team - practical leadership 60 minutes Joanne Richardson Orange Bus Anna Rzepczynski Orange Bus	CONTINUED Workshop Solving problems and making friends using design sprints 120 minutes Steve Burrows University of Dundee Rob Ryder-Richardson University of Dundee	
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16:00 Social Evening

08:45 Conference Registration

Room **BIOSPHERE GREEN AND BLUE**

09:20 Welcome to UX Scotland

09:30 Keynote
How do emotions shape brand experiences? 60 minutes
Liraz Margalit Digital Psychologist, Head of Behavioral Research at Clicktale

10:30 Refreshment Break

Rooms	BIOSPHERE GREEN	BIOSPHERE BLUE	OZONE	SALISBURY SUITE	HUTTON ROOM
11:00	<p>Case Study</p> <p>Writing and designing for kids 45 minutes</p> <p>Elaina Koros Facebook</p>	<p>Case Study</p> <p>FinTech for good: Deedit, a social experiment 45 minutes</p> <p>Louise Herriot Tesco Bank</p> <p>Catherine Richards Tesco Bank</p>	<p>Tutorial</p> <p>Usability testing for voice interfaces: tales from Wizard of Oz testing 90 minutes</p> <p>Abi Reynolds User Vision</p> <p>Steven Fullerton User Vision</p>	<p>Workshop</p> <p>User research with social media 90 minutes</p> <p>Dave Ellender Evidence Tools</p>	<p>Workshop</p> <p>Psst! Silence: a great collaborator 90 minutes</p> <p>Ajara I. Pfannenschmidt nagare</p>
	SWITCHOVER	SWITCHOVER			
11:50	<p>Case Study</p> <p>Overcoming psychological biases to foster empathy 45 minutes</p> <p>Rebecca Nolan Facebook</p>	<p>Discussion</p> <p>Recruiting and retaining great UX teams 45 minutes</p> <p>Neil Allison University of Edinburgh</p>			

12:35 Lunch Break

13:20	<p>Case Study</p> <p>The magic of UX - exposing bias through the medium of card magic 60 minutes</p> <p>Gareth Dunlop Fathom</p>	<p>Case Study</p> <p>We need to talk about Frank: designing for the wild child of government 60 minutes</p> <p>Emma Howell cxpartners</p>	<p>Tutorial</p> <p>Beyond exclamation points! Using tone to create meaningful UX 60 minutes</p> <p>Susan Blue Facebook</p> <p>Jasmine Probst Facebook/Instagram</p>	<p>Discussion</p> <p>Design sprints: A complete sh*tshow (a story of unintended consequences) 60 minutes</p> <p>Jiri Jerabek Intuit</p>
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14:20 Refreshment Break

Room **BIOSPHERE GREEN AND BLUE**

14:45 Endnote
Ends. Why it is critical we balance the bias consumer lifecycle. 60 minutes
Joe Macleod Author of Ends. Founder of AndEnd

15:45 Conference Close 10 minutes