UX SCOTLAND PROGRAMME
THURSDAY 19TH JUNE 2014

	Biosphere Green	Biosphere Blue	Salisbury Suite
11:00 - 12:30	**CASE STUDY: HOW SCHUH BUILT A TESTING TEAM (45 MINUTES)** **STUART MCMILLAN** (SCHUH) Discover how a British ecommerce site moved from running occasional tests which didn't really prove much, to developing a testing team who are making a real difference to site performance. Plus, tips to engage other departments, such as customer service, in testing efforts. **SPEAKER: STUART MCMILLAN** (SCHUH) Stuart McMillan is Deputy Head of e-Commerce for the footwear retailer Schuh. He puts his heart and sole into ensuring they provide the very best of digital experiences. Puns to excess. His back-story includes traditional retail and a long stint as a senior web developer. He is data driven and customer centric, with an eye for detail on the fine nuances that separate great websites from good websites. **CASE STUDY: SHORTENING THE GOALPOSTS - HOW GUARDIAN FOOTBALL ADOPTED MINIMAL CONTINUOUS DELIVERY (45 MINUTES)** **CHRIS CLARKE** (THE GUARDIAN) Moving quickly in large organisations can be hard and often frustrating. The Guardian began work on it's new, mobile first responsive football site in February, with a tight timescale and limited resource. Learn how the team came up with a strategy of "Minimal Continuous Delivery" to get features out quickly and frequently without losing sight of the big picture. We'll cover: • Re-focussing our process and outcomes • Rapid design and UX thinking • Data, testing and validation **SPEAKER: CHRIS CLARKE** (THE GUARDIAN) A UX and product designer, Chris leads UX on the Guardian football. Previously he created digital products and services for Yahoo, EE, the Huffington Post and Skype over the past 8 years. A focus on simple and clean design, data driven decision making is visible throughout his work and career.	**TUTORIAL: MAPPING THE WAY FORWARD (45 MINUTES)** **RICHARD INGRAM** (INGSERV) Maps are more than just diagrams of the route from A to B – to draw one is to bring together the whole view of our surrounding world so that we can gain a better understanding of it. Even a single, simple example has the ability to delight, unsettle and reveal truths. In politically-charged environments an objective map can reinforce, influence or challenge held perceptions and beliefs, making them a vital tool in designing pliable, people-focused systems that are fit for purpose. Their proactive and reactive qualities force ourselves and others to see things as they really are; to contemplate the relationship between them and how they vary together. In this tutorial I'll look at the different types of maps, their value, and how to design and incorporate them into the UX process. Whether we're using them to make sense of an organisation's internal processes, call attention to bottlenecks and unsung heroes or demonstrate new concepts, maps are agents in changing physical and technical landscapes as well as altering the experience of those who use them. **SPEAKER: RICHARD INGRAM** (INGSERV) Richard is a partner at ingserv, a triumvirate of web-dwelling brothers with over a decade's experience designing and building simple, accessible websites. As a content strategist and information designer, he's helped organisations of all sizes to create user-centred content that works. Despite hailing from the sleepy English seaside town of Hastings, Richard helps organise the London Agile Content Meetup. He tweets at @richardjingram and occasionally blogs at richardingram.co.uk **TUTORIAL:INFORMATION WAYFINDING (45 MINUTES)** **TYLER TATE** (TWIGKIT) Browsing the web. Surfing the net. Navigating a website. Such metaphorical language highlights a universal truth of human psychology: we perceive the world, both physical and digital, in spatial terms. Most of today's web experiences, however, treat information as a book – the table of contents became the navigation menu, the index became the search index, and pages simply became web pages. This vestige of the past is holding us back. To create information environments that are truly coherent, we must view them not as books full of pages, but as spaces to navigate and explore—much like finding one's way through a city or a museum. This is what I call information wayfinding. By synthesising ideas both from information interaction – including berrypicking, information foraging, sensemaking – and from wayfinding, the process of spatial problem solving, we can gain new insights into designing effective digital experiences. In this talk, we'll consider the elements of the information environment: districts, layers, and nodes. We'll investigate common wayfinding strategies: locate, explore, and meander. And we'll outline a set of design principles for optimising wayfinding – such as using structured districts, flexible layers, positional cues, survey knowledge, and clear paths. Come join us in thinking about the future of interacting with information. **SPEAKER: TYLER TATE** (TWIGKIT) Tyler Tate is the cofounder of Twigkit—a Cambridge-based software company that provides tools for rapidly building search-based applications. He is also coauthor of "Designing the Search Experience", a book recently published by Morgan Kaufmann and has written articles for the likes of A List Apart, Boxes & Arrows, UX Matters and UX Magazine. In the past, Tyler led design at Nutshell CRM, designed an enterprise content management system, ran a small design studio, and taught a university course on web design. He blogs at tylertate.com and tweets as @tylertate.	**TUTORIAL: A SURVIVAL GUIDE FOR UX IN COMPLEX ENVIRONMENTS (90 MINUTES)** **JENNY CHAM** (EMBL-EBI) **PAULA DE MATOS** (INDEPENDENT) As a UX practitioner working in complex environments you have to be flexible, since commonly used user-centred design techniques may not work. In this session, we provide insights into how you can approach UX problems in complex fields with confidence. With concrete examples from our experience of designing services for life scientists, we describe approaches you can use to characterise specialist users, and translate their requirements into successful designs. In the hands-on activity, you will experiment with our unique (and recently published) 'canvas sort' technique, for prioritising large numbers of data items and modelling their interactions. So if you work in UX in a complex environment - such as in scientific research, pharmaceuticals, engineering, technology, finance, or others - join us to learn how to survive when things get complicated! **SPEAKERS: JENNY CHAM** (EMBL-EBI) Jenny has a background in pharmaceutical R&D, and completed an Engineering Doctorate in bioinformatics from Cranfield University. Since 2009, she has been working as a User Experience Analyst at EMBL-EBI. She is interested in applying UX in complex domains in particular to support the development of user-friendly services for life scientists. She blogs at http://www.jennycham.co.uk **PAULA DE MATOS** (INDEPENDENT) Paula de Matos is an independent UX consultant. Paula originally trained as a software developer, then moved to bridging the gap between users and developers in the role of Group Coordinator and User Experience Analyst at EMBL-EBI. In 2012, she completed a Master's in Human Computer Interactions at University College London, and has extensive experience in complex data fields, specifically the life sciences and biotech sectors. She blogs at http://www.pauladematos.co.uk

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13:30 - 15:00	**EXPERIENCE REPORT: HOW TO EMBED UX IN LARGE ORGANISATIONS: TEACHING THE ELEPHANT IN THE ROOM TO DANCE (45 MINUTES)** **LORRAINE PATERSON** (ROYAL LONDON), **MIKE JEFFERSON** (ROYAL LONDON) Doing UX design in large organisations has its own set of challenges. It's still relatively unknown in many industries but regardless of that, lots of UX teams are being mobilised for the first time in the organisation's history. This challenge means that many professionals prefer not to work in large organisations, opting for workplaces where change can happen more readily. However, as the trend for businesses to create their own internal UX teams continues, a number of UX professionals are finding themselves in this environment. As client-side UX professionals in a newly formed UX team, we have had to figure out how to overcome all the challenges that this brings. Some techniques worked while others didn't. Because change typically happens so slowly in large organisations, we have had to use creative strategies to stay motivated. By sharing our experience of embedding UX into a large financial organisation over the last 3 years, we will share our successes and failures. By telling the story of our journey as a UX team within a large financial organisation participants will understand some strategies of their own to use in their own organisations. Some of these strategies not only help to further the cause of user experience design but also to stay motivated through difficult times. **SPEAKERS: LORRAINE PATERSON** (ROYAL LONDON) Lorraine is a user experience designer at Royal London. She is one third of a fledgling UX team tasked with bringing a user-centred design focus to agile development processes. While implementing standards and new working practices to teams she has been involved in the design of the Automatic Enrolment solution for employers as part of the new workplace pensions legislation. Before moving to the financial sector she undertook research and analysis of digital libraries for The University of Edinburgh including contextual inquiry and mobile user research. The research was later published in Library Hi-Tech. She has also conducted research for a variety of public and private sector clients while consulting at User Vision. **MIKE JEFFERSON** (ROYAL LONDON) Over the years, Mike has worked in various client-side organisations across the financial services sector as business analyst, user research and UX designer. His design approach draws upon an early background and ongoing interest in psychology in a quest to deliver meaningful and engaging experiences to users. Mike's most recent position sees him working as part of a small, dedicated UX team, tasked with embedding a user-centred design culture in an established and diverse organisation. --- **CASE STUDY: TIME IS MONEY: MANAGING FINANCIAL CLIENTS (45 MINUTES)** **ARAS BILGEN** (MONITISE) Doing design work for financial institutions is a very unique experience. They are very different from other types of clients due to their conservative, high-stakes culture. This culture produces rigorous selection criteria, a very strict adherence to high quality standards, and a tight control over every aspect of the experience. Unfortunately, it also produces heavy politics, gloomy decision committees and timidity towards anything innovative. Navigating this unique culture for a successful product launch requires unique skills. We'll discuss the obstacles and opportunities that design firms encounter when working with financial clients. We'll identify potential adversaries and allies in client organisations, and reveal ways to build confidence and trust towards brilliant outcomes. **SPEAKER: ARAS BILGEN** (MONITISE) Aras Bilgen is a Product Group Manager at Monitise MEA, where he is responsible for leading world-class design and product development teams. Prior to joining Monitise, Aras was a UX planner at Intel where he led the UX planning for Tizen (with Samsung), worked on MeeGo (with Nokia) and adapted Intel's brand identity system for their software products. Previously, he was at Microsoft Research, where he developed a gestural system for interacting with displays remotely. He completed similar research efforts at the University of California, Irvine and Lancaster University, UK. Aras holds a BSc from Bilkent University and an MSc in Computer Science from Georgia Tech. He is an avid cook and drives his colleagues nuts by winning all food-related trivia games.	**EXPERIENCE REPORT: DESIGNING FOR CROSS-CHANNEL USER EXPERIENCE (45 MINUTES)** **CHRISSY WELSH** (BACKBASE) Users often don't complete an activity in one sitting or through a single channel. Sometimes users are interrupted, sometimes it is more appropriate to switch device, or they move from the digital world to the physical world—and vice versa—by choice or necessity. For these reasons, it's important to offer a seamless experience as users move from channel to channel to complete activities. The continuity of experience will become increasingly important as the line between the digital and physical worlds continues to blur. This experience report will give practical advice for cross device design for users and the importance mobile technology plays in the role of seamless experiences. **SPEAKER: CHRISSY WELSH** (BACKBASE) Chrissy is the Lead UX Consultant for Backbase, where she provides cross-platform solutions to complex data for the financial sector based in Amsterdam. She is interested in responsive layouts and 'bleeding edge' technologies in user experience design to help make products easy and pleasurable to use. She has over 10 years design experience and believes that design is a craft. Before Backbase Chrissy helped design the worlds first cloud based IDE (Cloud9 IDE). Chrissy has an honours degree in Applied Graphics with Multimedia Technology from Caledonian University, Glasgow, Scotland. When not writing grandiose bios she can be found drinking tea and drawing animals in hats. --- **TUTORIAL: UX FOR GAMER ACQUISITION, RETENTION AND CONVERSION (45 MINUTES)** **CLAUDIO PIRES FRANCO** (DUBIT), **ESTHER STRINGER** (BORDER CROSSING MEDIA) Market developments in the gaming industry have seen a large increase in the use of freemium business models – many games are free, but with the option to pay for game elements such as access to member-only areas, new weapons or power-ups, decorative items, and so on. Subscription and micro-transactions are the two main types of freemium monetisation, common in "virtual worlds" such as Moshi Monsters, in so-called "social games" on Facebook, and now also in many game apps (e.g. King's Candy Crush Saga). Freemium is now a powerful business model in games. The last few years witnessed a consolidation of kids virtual worlds or MMOs (massively multiplayer online games, derived from MMORPG - Role-Playing Games). Think Moshi Monsters and Club Penguin. These games aren't sold – they're available for free on the Internet, partly in order to facilitate discovery and access, a model since adapted to other platforms and genres. When you let players in for free, and when there are so many other "free" games around, acquisition and retention become essential in order to increase the chances of any conversions to paying players. The first impressions in the initial minutes of trying a game are essential – provide a poor user experience, confusing or unexciting, and you've lost your players to churn. By running through examples of research and good practice, participants will learn the best ways to increase usability, user engagement and satisfaction during the fundamental period of starting a game for the first time, as well as different tactics deployed to encourage payments in freemium games. **SPEAKERS:** CLAUDIO PIRES FRANCO (DUBIT) Claudio works as Senior Researcher and Digital Consultant for Dubit, a specialist children and youth research agency where he takes a lead in the development of media and game research tools and approaches to help clients engage with their audiences. He's an Anthropologist and digital media academic and has worked in research for over 15 years, having conducted many studies with children and young people for a variety of clients in the media and entertainment sectors, such as the BBC, Channel 4, Cartoon Network and Random House. His recently completed MA thesis looked at cross-media strategies in children's media, game adaptation (from books and cartoons) and game design, and he is currently part of a multi-disciplinary practice-based research team working in the UNESCO-sponsored project 'Crossing Media Boundaries: New Media Forms of the Book', at the University of Bedfordshire (PhD) to explore new forms of audience involvement in the creation of digital adaptations of stories. **ESTHER STRINGER** (BORDER CROSSING MEDIA) Esther joined the Border Crossing Media team in November 2009. As an associate member of the Market Research Society (MRS), with a MRS certificate in Market and Social Research Esther designs and manages all our research and analytics projects and delivers Border Crossing Media's training and workshops. Following her BSc in Astrophysics she applied the statistical and analytical skills she acquired to forge her career in Customer Insight, Research and User Experience Design. Starting out at Scottish Widows in 2006, her natural gift and passion for problem solving meant that it was not long before Esther moved to Service Development where she worked with both the sales and the service teams to improve both the Customer Experience and the efficiency of processing for the company. When she took the role of the Voice of the Customer for Corporate and Intermediary Customers she was responsible for designing customer satisfaction surveys (telephone and online) and delivering customer insights across the business and driving process improvements to increase customer satisfaction. She is passionate about designing research projects so that participants and researchers get the most out of every project.	**TUTORIAL: ECOMMERCE UX TESTING – DISCOUNT TESTING (90 MINUTES)** **ADRIAN IACOMI** (CACTUS IDEAS) As a UX professional it can be hard to assess the effectiveness of a website, which elements to take into consideration while testing, which modifications to make and how to measure the effects of our work. It can also be hard to explain to a client what we do and to prove that it will be worth the investment of both time and money. In the first part of the tutorial, I will present two approaches applied to various well-known websites and the results obtained by testing them. The methods presented will be "low cost" and time-efficient. For the second part of this session, I will ask participants to choose a known website to which we will apply the same approaches and measure the same parameters. We will talk about the results and try to find ways to improve the example. **SPEAKER: ADRIAN IACOMI** (CACTUS IDEAS) Adrian Iacomi has spent 15 years in the IT industry holding various positions, from UX Designer to Project Manager. His major focus has been on healthcare and e-commerce applied in an international environment. He holds a MSc. in UX from the IT University of Copenhagen. He is passionate about tango, photography and beautiful, but practical, design (of any kind).

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15:30 - 16:45	**TUTORIAL: THE WEB YOU WERE USED TO IS GONE (75 MINUTES)** **ALBERTA SORANZO** (FRIDAY) Statistics don't lie. The way we're accessing the internet has changed and there's no going back. Mobile is rapidly becoming the platform of choice, and for millions of people worldwide mobile is the only option available. Regardless of specific circumstances, if people want to do something on the web, it's guaranteed that that they are going to want to do it on mobile – be it perform a task or find information. However, when we look at mobile products, it is embarrassingly evident that the vast majority of them are task-driven and little-to-no attention is paid to information retrieval and actual content. All of a sudden, finding answers to questions like "Do you know what content should go on your mobile sites and apps?" and "Are your users finding what they came for?" or "How do you structure and prepare content so that it can be retrieved and displayed meaningfully on a smaller screen?" are becoming the pressing issues we must deal with if we want to continue being visible, viable and relevant. Enter information architecture and content strategy. They are the foundation of any website but, when it comes to the mobile arena, they can literally mean life or death. That's not to say that UI and interactions aren't important, but the truth is that even the best-designed and well-engineered mobile products can still fail if their IA is not sound, and that's because information architecture doesn't only define the structure of content, but also determines how users will interact with it. In this tutorial we will take a look under the hood and learn how to structure content to make it adaptive, how to organise it to make it findable, what the specific challenges and opportunities of the mobile space are and how information architecture and content strategy contribute to the creation of outstanding mobile experiences that integrate seamlessly in a true cross-channel strategy. **SPEAKER: ALBERTA SORANZO** (FRIDAY) Alberta leads Friday's experience design team. She spent much of the last 20 years delivering user-focused digital solutions and creating digital frameworks that support retrieval of complex bodies of information and deliver meaningful experiences across channels, platforms and devices. Unafraid of challenging convention, she puts people at the heart of her design process and aims to deliver experiences which look stunning and support task completion with ease, elegance and simplicity. Alberta hails from Italy and has lived for 15 years in the US where she has helped organisations like UCLA, Center for Disease Control and RF Kennedy Center for Justice and Human Rights fulfil their digital potential. When she is not on a plane or obsessing about the small things, you can usually find Alberta on Twitter or playing ice hockey at a rink nearby.	**TUTORIAL: A HANDS-ON GUIDE TO GAMESTORMING TECHNIQUES (75 MINUTES)** **RIA SHEPPARD** (EBAY), **DAVID DOMINGUEZ** (EBAY) We will describe some key areas where gamestorming techniques can be employed to change the way people in your organisation start projects, examine requirements and ultimately think about user experience design. The session will include hands-on experience of several techniques, with a forum for discussing them and sharing experiences and opinions. **SPEAKERS: RIA SHEPPARD** (EBAY) Ria ia a user experience designer working for Ebay Europe. As part of an ongoing mission to help their team clarify, contextualise and conquer, she likes to employ a range of workshopping and gamestorming techniques. **DAVID DOMINGUEZ** (EBAY) David is also a user experience designer working for Ebay Europe.	**TUTORIAL: USER RESEARCH AND TESTING WITH CHILDREN (75 MINUTES)** **CLAUDIO PIRES FRANCO** (DUBIT) **ESTHER STRINGER** (BORDER CROSSING MEDIA) This session will give participants the toolkit and skills required when conducting user research and testing with children and young people (under the age of 18). We'll begin with an overview of the guiding principles, best practices and standards for conducting research and testing with minors. Then we'll take participants through practical examples and exercises of how to research and test throughout the stages of game design, as an example, with practical takeaways of tools and techniques that should be considered when designing research and testing projects with children. **SPEAKERS: CLAUDIO PIRES FRANCO** (DUBIT) Claudio works as Senior Researcher and Digital Consultant for Dubit, a specialist children and youth research agency where he takes a lead in the development of media and game research tools and approaches to help clients engage with their audiences. He's an Anthropologist and digital media academic and has worked in research for over 15 years, having conducted many studies with children and young people for a variety of clients in the media and entertainment sectors, such as the BBC, Channel 4, Cartoon Network and Random House. 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Starting out at Scottish Widows in 2006, her natural gift and passion for problem solving meant that it was not long before Esther moved to Service Development where she worked with both the sales and the service teams to improve both the Customer Experience and the efficiency of processing for the company. When she took the role of the Voice of the Customer for Corporate and Intermediary Customers she was responsible for designing customer satisfaction surveys (telephone and online) and delivering customer insights across the business and driving process improvements to increase customer satisfaction. She is passionate about designing research projects so that participants and researchers get the most out of every project.

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10:45 - 12:15	**TUTORIAL: MYTHBUSTING LEAN UX (45 MINUTES)** **ADRIAN HOWARD** (QUIETSTARS) Lean UX isn't about cutting corners, building on the cheap, low quality results, doing things quickly or not providing deliverables. It's an incremental team approach to product discovery and delivery that's already used successfully at companies of all sizes – from startups to IBM. Lean UX sits at the intersection of Lean Startup & User Experience. We explode some of the myths and demonstrate how to apply Lean UX principles to the way your products are designed and built. **SPEAKER: ADRIAN HOWARD** (QUIETSTARS) Adrian Howard is passionate about building effective teams and great products. He co-founded Quietstars to help organisations do that using Agile, Lean and User Experience practices. You'll find Adrian working with startup and product development teams – combining coaching & teaching with hands on user experience & development work. With more than 15 years experience working with startups, established businesses and agencies Adrian is an active member of the Agile, Balanced Team & Lean UX communities. He regularly teaches and speaks on integrating Lean, UX and Agile methods, and mentors for Lean Startup Machine and speakup.io. **EXPERIENCE REPORT: LESSONS LEARNED FROM ADOPTING LEAN UX (45 MINUTES)** **STEVEN CLARKE** (MICROSOFT) In this experience report, I'll describe my experiences applying the Lean UX approach in a variety of projects within the Visual Studio team at Microsoft. I'll talk about the social challenges we faced with getting the UX team to focus on outcomes not deliverables, the resource challenges we faced with trying to do much more work in less time and the impact that this had on all of the team. Contrary to many expectations, this approach has been a resounding success but there are still a number of challenges to tackle. **SPEAKER: STEVEN CLARKE** (MICROSOFT) Tim is a UX design researcher for the Visual Studio product team at Microsoft. He's been with the team for almost 15 years, spending all of that time using UX research and design techniques to create a compelling user experience for software developers.	**TUTORIAL: WHAT THE BONES BRIGADE TAUGHT ME ABOUT AWESOME TEAMS. (45 MINUTES)** **SPENCER TURNER** (NEO) You may not have heard of the Bones Brigade, I hadn't - 'til I stumbled across it on Netflix! You've probably heard of Tony Hawk though, one of the first members of Bones Brigade. The Bones Brigade movie is about the 1980s Skateboard team formed of unknown amateur skaters, from radically different backgrounds, each specialists in a their own discipline, lead and mentored by an expert not much older than them. It transfixed me and got me thinking about teams in the software world. I'm not, nor have I ever been a skateboarder! I'd like to share with you what I think we can learn about cross functional teams, mentoring, healthy competition in teams and who really ''runs" a team. **SPEAKER: SPENCER TURNER** (NEO) Spencer is UX/Design Principal at Neo in the UK. A consultant, coach and mentor in Lean & Agile UX, an ex-designer, sometimes ruby programmer and ardent proponent of visual communication. At Neo, he works at the intersection of product management, design and development to help teams make great digital products. He believes a user focused approach, iterative development, regular testing, lean experiments, good metrics and honesty are the way to deliver successful and engaging digital products. **EXPERIENCE REPORT: MANAGING COMPLEXITY: UX VS. THE BUSINESS MODEL (45 MINUTES)** **RICK MONRO** (FATHOM) Designers are routinely required to manhandle disparate resources and inputs into a coherent end product. UX design, however, must work harder in order to truly deliver on the promise of a user-centred design process. A user-focused assessment of any business model will ask tough questions, often leaving the UX designer as the most unpopular person in the room. Using practical examples, this session demonstrates how user experience designers must be able to not only manage complex interfaces, but to challenge the business logic that leads to them. **SPEAKER: RICK MONRO** (FATHOM) Rick has two decades experience in the design industry, working initially as a graphic designer before moving into multimedia, design for the web and, in more recent years, as a design manager and user experience designer. He is an active member of the UX and design community in Belfast and a part-time lecturer in interactive design at the University of Ulster. Rick is UX Director with Belfast agency, Fathom.	**WORKSHOP: DESIGN THINKING FOR ACCESSIBLE USER EXPERIENCES (90 MINUTES)** **DAVID SLOAN** (THE PACIELLO GROUP) As we strive to create a more digitally inclusive world, we know that accessibility is an important component of delivering a great user experience to as many people as possible. So often, accessibility is applied as an exercise in guideline review and remediation, which can lead to improvements that barely affect the user experience for disabled people. We need a more creative way of ensuring accessibility is integrated into user experience design, and design thinking can help us out. In this hands-on workshop we will step through an accessibility audit and identify issues that can be resolved via code fixes and those that need a little more creative thought. Then we'll use design thinking to brainstorm and prototype different design approaches to resolve the more challenging accessibility issues in order to produce accessible and enjoyable user experiences for as many users as possible, regardless of sensory, physical or cognitive impairments. Throughout the session, you can expect to share experiences of trying to improve accessibility, and to exercise your creative energies to think about how to design more inclusive user experiences. **SPEAKER: DAVID SLOAN** (THE PACIELLO GROUP) David Sloan joined The Paciello Group (TPG) in 2013, joining forces with Sarah Horton, co-author of the acclaimed book A Web for Everyone, to build the company's Accessible User Experience service. He provides pragmatic, practical advice to help organisations produce digital experiences that are as accessible and positive as possible to all users, regardless of disability. Previously, he spent almost 14 years as a researcher, teacher and consultant in accessibility and inclusive design at the University of Dundee. During this time co-founded and led the Digital Media Access Group, one of the world's first specialist digital accessibility consultancies, and he also established the University of Dundee's Web Accessibility Support Service in 2006. And before all that, before the era of Google Maps, David spent four years exploring the world from his desk as a cartographer with Bartholomew/HarperCollins Cartographic.

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13:15 - 14:15	EXPERIENCE REPORT: IN THE MOMENT: USING SELF-MOTIVATED MOBILE DIGITAL DIARY STUDIES TO CAPTURE NATURAL EXPERIENCES (60 MINUTES) **STEPHEN DENNING** (USER VISION) @STEVE_DENNING, **NICOLA DUNLOP** (USER VISION) Diary studies are a well-established ethnographic technique. However, they can often be cumbersome to administer and complete, forcing participants to provide a retrospective report, rather than responding "in the moment" of the experience. The presenters will use the experience of a recent study to discuss the advantages of mobile diary studies, look at how a new wave of apps and online services can help capture more natural experiences and explain how these studies can be administered. The presenters will also give participants the opportunity to use a mobile tool to complete a diary entry for the session/conference. Note: Although the presenters have made use of a particular tool, they have no affiliation to any particular vendor and will make reference to several options, presenting pros and cons of each. **SPEAKERS: STEPHEN DENNING** (USER VISION) Stephen Denning is a Principal UX Consultant at User Vision where he manages a team of talented consultants who help their clients deliver experiences that are useful, usable and compelling for their users. **NICOLA DUNLOP** (USER VISION) Nicola Dunlop is a UX Analyst at User Vision. She works with a diverse range of clients to shape and improve their user experiences. She has a particular interest in the area of ethnographic research and its role in the design of services.	EXPERIENCE REPORT: PROTOTYPING INTERACTION AND ANIMATION IN THE DESIGN PROCESS (60 MINUTES) **GRAHAM DOBIE** (CHUNK) With static screens still so often the norm at early stages of design, we look at how prototyping at this stage can impact and improve the UX process. Bringing in interactive prototypes at a much earlier stage can help clients – and the production team - to understand a journey sooner and identify potential issues much earlier. **SPEAKER: GRAHAM DOBIE** (CHUNK) Graham works for Chunk in Glasgow designing apps, websites and games for a variety of clients including Cadbury, Disney, BBC, ITV, Creative Scotland and Channel 4. Coming from a product design education, Graham worked closely with user groups to design more effective and relevant product solutions, which he applies to the user experience techniques, design and testing he now employs at Chunk. Graham's wide-ranging skills and background in other design fields has led him to objectively improve Chunk's process and their approach to overall user experience, prototyping, testing and interaction design.	EXPERIENCE REPORT: THE RIGHT TOOL FOR THE JOB - CHOOSING THE RIGHT UX METHODOLOGIES & METHODS TO ANSWER YOUR UX RESEARCH QUESTIONS (60 MINUTES) **ABI REYNOLDS** (PADDY POWER) This experience report will look at UX Research in the product development process and discuss different methods and methodologies that can be used to generate user insights at different stages of the design process. The session will focus on my experience as UX Research Manager in Paddy Power in the last 18 months and lessons learned when setting up in-house usability labs, piloting an online research community and carrying out mobile ethnographic research. The overall theme is that no one approach is entirely suitable for particular research questions but rather a mixture of methodologies and approaches works best and there are lots of ways to introduce UX Research throughout the process. The talk is drawn from 3 different pieces of design research: • 10 days in the life of 22 football bettors - mobile ethnographic research. • Setting up in-house usability labs in Paddy Power – in Dublin and London. • Piloting an online research community. **SPEAKER: ABI REYNOLDS** (USER VISION) Abi has recently moved from Paddy Power to User Vision. This session covers Abi's work as the UX Research Manager at Paddy Power, Dublin and part of a strong team of UX'ers who want to better understand the behaviour and needs of users in order to create better, more meaningful experiences. Previous to this role, she managed a usability lab and ran adult e-learning programmes in the National College of Ireland, Dublin

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FRIDAY 20TH JUNE 2014

	Biosphere Green	Biosphere Blue	Salisbury Suite
13:15 - 14:15	**EXPERIENCE REPORT: REALISING THE FULL POTENTIAL OF DESIGN (45 MINUTES)** **PAUL-JERVIS HEATH** (MODERN HUMAN & UNIVERSITY OF CAMBRIDGE) Most companies now accept that they need design and that creativity contributes to profitability. However, large organisations still find it difficult to realise the true potential of their design teams because the creative process seems cloaked in magic. That leads to tensions between design and other business functions that can compromise the work of an otherwise outstanding group of designers. Worse still, some design teams never work at their full potential because they are handed preconceived (and inadequate) solutions that they then have to 'design'. This isn't just demoralising for a design team, it has a business impact by stifling the opportunity to apply design thinking to strategic issues. There are things that designers of all levels can do to establish design thinking and design methods. Paul-Jervis will explore this topic drawing on a combination of case studies, research and his own experience of establishing design thinking and design methods in large organisations in the technology, finance, retail, travel, healthcare and academic sectors. **SPEAKER: PAUL-JERVIS HEATH** (MODERN HUMAN & UNIVERSITY OF CAMBRIDGE) Paul-Jervis Heath is a designer and innovation consultant. He's Principal at Modern Human, a design practice and innovation consultancy. He's also Head of Innovation at the University of Cambridge. He applies human-centred design to help businesses to invent their future. He leads design projects and builds capability for design thinking within organisations. Over a 15 year career he's introduced human-centred design methods to many organisations and led diverse design projects such as in-car information systems, smart home appliances, concepts for retail stores of the future, and countless other multichannel services and digital products. Paul-Jervis Heath is a designer and innovation consultant. He's Principal at Modern Human, a design practice and innovation consultancy. He's also Head of Innovation at the University of Cambridge.	**TUTORIAL: GUESSTURES: DESIGNING INNOVATIVE INTERACTIONS (45 MINUTES)** **GRAHAM ODDS** (SCOTT LOGIC) The prevalence of touch-sensitivity and gesture recognition in modern consumer devices presents us with an awkward opportunity. If used poorly they become an awkward, gimmicky interface. If used effectively they elevate an application to a truly natural experience. How can we design toward the latter rather than the former? This session will look at the past, present and (near) future of interaction design to consider this question. It will show how the difference between an innovative interaction that falls flat and one that is readily adopted into designers' toolboxes comes down to communication. It will guide you through the existing use of gesture vocabularies that can inform your designs. And if you want to be one of the pioneers, you will be getting all the tools to get started! **SPEAKER: GRAHAM ODDS** (SCOTT LOGIC) Graham is a designer and developer working across desktop, web and mobile. As Head of User Experience at Scott Logic, he works primarily with financial services institutions, designing, building and improving their research and analysis tools. He likes to educate coders about the concept of users and artists about the reality of technology, or just rant and rave at whomever will listen (http://www.scottlogic.co.uk/blog/graham).	**WORKSHOP: FAIL BY UX – LEARNING FROM FAILING (90 MINUTES)** **ADRIAN IACOMI** (CACTUS IDEAS) A large number of software and web projects fail each year, some because of bad UX/IA. But failure is an essential part of the learning process and analysing it can generate insight to be used in successful projects. Failure is a taboo in many organisations and it can be hard to discuss this subject with your peers and share your own failures. The goal of the session is for participants to understand the most sensitive points of UX work and how to complete them successfully. We'll start with a general presentation of great UX failures and the main reasons they failed. We'll then divide into teams and look at a single theme (eg. redesign the home page of an e-shop). The goal of the exercise will be to make the project fail with each member of the team offering bad solutions and the worst way of doing UX. At the end, each team will present their worst ideas. We'll end with a discussion of the main reasons for failure and participants will be invited to share their own experiences. **SPEAKER: ADRIAN IACOMI** (CACTUS IDEAS) Adrian Iacomi has spent 15 years in the IT industry holding various positions, from UX Designer to Project Manager. His major focus has been on healthcare and e-commerce applied in an international environment. He holds a MSc. in UX from the IT University of Copenhagen. He is passionate about tango, photography and beautiful, but practical, design (of any kind).
	EXPERIENCE REPORT: FORAGING FOR CREATIVITY (45 MINUTES) **TIN KADOIC** (SCHOOL OF DESIGN ZAGREB) What ingredients for Creativity can be found in the wild? How do other professionals analyse and approach the topic of Creativity? What recommendations from the world's best chef can be useful for a UX designer? **SPEAKER: TIN KADOIC** (SCHOOL OF DESIGN ZAGREB) Tin is a M.Design and a lecturer at the School of Design in Zagreb. He lives and works with interactive media, balancing commercial, educational and personal work. Working for more than 10 years with local studios and agencies for clients such as Coca-Cola, Adris, T-Com, Snickers, Ericsson, Carlsberg, Nutella. In 2009 he co-founded digital agency Brlog, part of Bruketa&Žinić OM group, where he is in charge of all aspects of digital communication. In his career he has been awarded with the Red Dot, ID, Adobe achievement award, IdejaX, MIXX, Effie, and has exhibited at the HDD Biennale (biennale Exhibition of Croatian Design), ZGRAF, and smaller exhibitions. For the last three years he has also been working as a lecturer at the School of Design in Zagreb - Interactive Media Department, where he leads and organises workshops, guest lecturers and actively promotes interactive media inside the college community.	**TUTORIAL: SO EASY A CHILD COULD DO IT: MAKING APPS FOR KIDS (45 MINUTES)** **KATHRYN ROTONDO** Young children can seem to "get" touch devices right away. But there are special considerations to make when designing for young kids, to maximize their engagement and minimize their frustration. We'll discuss using characters, audio and visual indicators, and inactivity timeouts; as well as which gestures are intuitive for small fingers, how the way children hold tablets affects UI, and what content to include for parents and how. **SPEAKER: KATHRYN ROTONDO** Kathryn Rotondo is an interactive developer for web and mobile. She honed her craft both working on sites for Vogue and Target at a large digital agency. She also crafted third party APIs at a small startup. She has taught at RISD Continuing Education, co-wrote Adobe AIR in Action and speaks internationally (O'Reilly Fluent, ConFoo, TakeOff, Mobile Central Europe). Her numerous awards include recognition as an Adobe Community Professional, and most recently, first place in the inaugural Berlin Geekettes Hackathon. Kathryn is passionate about encouraging women developers. She hosts the Motherboard Podcast (http://motherboardpodcast.com) and curates Equalitism (http://equalitism.tumblr.com). Her website is: http://kathrynrotondo.com.	