

08:30 CONFERENCE REGISTRATION. TEA/COFFEE				
09:15 Mark Dalgarno SOFTWARE ACUMEN Welcome to UX Scotland 2016				
09:30 Kim Goodwin PATIENTSLIKEME Experiences are Made of Decisions, Decisions are Made of Values				
10:30 TEA/COFFEE BREAK				
	BIOSPHERE GREEN	BIOSPHERE BLUE	HUTTON ROOM	SALISBURY SUITE
11:00	<p>CASE STUDY</p> <p>Designing a disruptive service based on ecosystem thinking</p> <p>45 MINUTES</p> <p>Sofia Hussain FINN, SCHIBSTED MEDIA GROUP</p>	<p>WORKSHOP</p> <p>Lean branding: rapid brand development for UX teams</p> <p>90 MINUTES</p> <p>Bill Beard BEARD BRANDING</p>	<p>CASE STUDY</p> <p>How I stumbled onto UX research because I loved music</p> <p>45 MINUTES</p> <p>Dalia El-Shimy SHOIFY</p>	<p>WORKSHOP</p> <p>Creating a service experience from scratch</p> <p>180 MINUTES</p> <p>Lily Dart INDEPENDENT</p>
	<p>TUTORIAL</p> <p>Customise and compose</p> <p>45 MINUTES</p> <p>Phil Holden NCR</p>		<p>TUTORIAL</p> <p>How do you deal with information everywhere ?</p> <p>45 MINUTES</p> <p>Natacha Hennocq ORANGE FRANCE</p>	
12:30 LUNCH BREAK				
13:30	<p>CASE STUDY</p> <p>Let's have a conversation</p> <p>45 MINUTES</p> <p>Graham Odds SCOTT LOGIC</p>	<p>HACKATHON</p> <p>How to design a human centred bank in 90 minutes - a #UX hackathon</p> <p>90 MINUTES</p> <p>Pete Trainor NEXUSCX</p> <p>Johan Adda MISSIONUX</p> <p>Richard Lewis RBS / NATWEST</p>	<p>CASE STUDY</p> <p>Blind faith: putting UX theory into practice</p> <p>45 MINUTES</p> <p>Rick Monro FATHOM</p>	<p>CONTINUED SESSION WORKSHOP</p> <p>Creating a service experience from scratch</p> <p>180 MINUTES</p> <p>Lily Dart INDEPENDENT</p>
	<p>CASE STUDY</p> <p>Changing collaboration in big organisations with UX and UI design</p> <p>45 MINUTES</p> <p>Markus Knigge VOLKSWAGEN FINANCIAL SERVICES AG</p>		<p>CASE STUDY</p> <p>Helping customers do a better job</p> <p>45 MINUTES</p> <p>Andy Irvine FREEAGENT</p>	
15:00 TEA/COFFEE BREAK				
15:30	<p>CASE STUDY</p> <p>We're just like superheroes!</p> <p>60 MINUTES</p> <p>Alberta Soranzo TOBIAS & TOBIAS</p>	<p>CASE STUDY</p> <p>Imagine what's next: using ethnographic design research to predict future product needs</p> <p>60 MINUTES</p> <p>Paul-Jervis Heath MODERN HUMAN</p>	<p>OTHER</p> <p>The Mind's Eye: How we perceive data</p> <p>60 MINUTES</p> <p>Graham Odds SCOTT LOGIC</p>	<p>TUTORIAL</p> <p>What can social psychology teach us about (better) UX research?</p> <p>60 MINUTES</p> <p>Jessica Cameron USER VISION</p>
	16:30 - LATE SOCIAL EVENING			

08:45 CONFERENCE REGISTRATION. TEA/COFFEE				
09:30 Vitaly Friedman SMASHING MAGAZINE Cutting-Edge Responsive Web Design				
10:30 TEA/COFFEE BREAK				
	BIOSPHERE GREEN	BIOSPHERE BLUE	HUTTON ROOM	SALISBURY SUITE
11:00	<p>CASE STUDY</p> <p>Great UX in an agile world</p> <p>45 MINUTES</p> <p>Anthony Viviano BLOOMBERG LP</p>	<p>HANDS-ON</p> <p>Conducting METHODOICAL guerrilla user research</p> <p>180 MINUTES</p> <p>Jaime Levy O'REILLY MEDIA, UNIVERSITY OF SOUTHERN CALIFORNIA</p>	<p>CASE STUDY</p> <p>Architecting speed making racing data useful</p> <p>45 MINUTES</p> <p>Kevin Richardson INFRAGISTICS</p>	<p>HANDS-ON</p> <p>Guerrilla IA: draft an info structure when you can't do a card sort</p> <p>90 MINUTES</p> <p>Elizabeth Buie NORTHUMBRIA UNIVERSITY</p>
	<p>CASE STUDY</p> <p>Lean UX hasn't been embraced by large organisations - it's not them, it's us!</p> <p>45 MINUTES</p> <p>Spencer Turner CULTIVATE</p>		<p>SESSION</p> <p>Dealing with (ir) responsibility for accessibility in UX</p> <p>45 MINUTES</p> <p>David Sloan PACIELLO GROUP</p>	
12:30 LUNCH BREAK				
13:30	<p>Title to be confirmed</p> <p>45 MINUTES</p> <p>Claire Dowling DELOITTE IRELAND</p>	<p>CONTINUED SESSION</p> <p>HANDS-ON</p> <p>Conducting METHODOICAL guerrilla user research</p> <p>180 MINUTES</p> <p>Jaime Levy O'REILLY MEDIA, UNIVERSITY OF SOUTHERN CALIFORNIA</p>	<p>TUTORIAL</p> <p>Delightful user experiences: how to design UIs that are polite and forgiving, and have a great personality</p> <p>90 MINUTES</p> <p>Everett McKay UX DESIGN EDGE</p>	<p>WORKSHOP</p> <p>You can do better! - improve your design process</p> <p>90 MINUTES</p> <p>Peter Boersma CITY OF AMSTERDAM (FREELANCE)</p>
	<p>SESSION</p> <p>UXers are from Mars, BAs are from Venus</p> <p>45 MINUTES</p> <p>Cornelius Rachieru CANUX, AMPLI2DE</p>		<p>SESSION</p> <p>Session to be confirmed.</p> <p>60 MINUTES</p> <p>Marc McNeill AUTO TRADER</p> <p>Paul Stevens AUTO TRADER</p>	
15:00 TEA/COFFEE BREAK				
15:30	<p>SESSION</p> <p>Session to be confirmed.</p> <p>60 MINUTES</p> <p>Marc McNeill AUTO TRADER</p> <p>Paul Stevens AUTO TRADER</p>	<p>CASE STUDY</p> <p>Are you ready to manage UX?</p> <p>60 MINUTES</p> <p>Fiz Yazdi CXPARTNERS</p> <p>Jesmond Allen INDEPENDENT</p>	<p>CASE STUDY</p> <p>How Prezi users authored the template guideline</p> <p>60 MINUTES</p> <p>Zsuzsa Kovacs PREZI</p>	<p>WORKSHOP</p> <p>Asking about gender</p> <p>60 MINUTES</p> <p>Claire Gowler YOOME</p>
16.30-17.00 LIGHTNING TALKS				
17:00 - LATE SOCIAL EVENING				

08:45 CONFERENCE REGISTRATION. TEA/COFFEE				
09:30 Rolf Molich MANAGER AND OWNER OF DIALOGDESIGN The testament of a usability professional – Key lessons from 32 years with usability				
10:30 TEA/COFFEE BREAK				
	BIOSPHERE GREEN	BIOSPHERE BLUE	HUTTON ROOM	SALISBURY SUITE
11:00	<p>CASE STUDY</p> <p>Creating a personal online careers experience</p> <p>45 MINUTES</p> <p>Suzie Bowman</p> <p>SKILLS DEVELOPMENT SCOTLAND</p>	<p>WORKSHOP</p> <p>Gamestorming for engagement and creativity</p> <p>90 MINUTES</p> <p>Ria Sheppard</p> <p>PERSUA DESIGN</p>	<p>WORKSHOP</p> <p>Designing voice and natural language experiences</p> <p>45 MINUTES</p> <p>Dan Whaley</p> <p>SABIO LTD</p>	<p>WORKSHOP</p> <p>Connecting conversation</p> <p>180 MINUTES</p> <p>Alastair Somerville</p> <p>ACUITY DESIGN</p>
	<p>TUTORIAL</p> <p>Why it's important for your sanity and career to turn your side projects into MVPs</p> <p>45 MINUTES</p> <p>Gary Birnie</p> <p>FRAME</p>		<p>TUTORIAL</p> <p>Getting started with Apple Watch UX</p> <p>45 MINUTES</p> <p>Caroline Smith</p> <p>BLONDE DIGITAL</p>	
12:30 LUNCH BREAK				
13:30	<p>CASE STUDY</p> <p>Context is king - creating smarter, adaptive digital products today</p> <p>45 MINUTES</p> <p>Nick van der Linde</p> <p>MIRABEAU</p>	<p>WORKSHOP</p> <p>Beyond UX - service design supporting your practice</p> <p>90 MINUTES</p> <p>Jen Macpherson</p> <p>ACCA</p> <p>Suzie Bowman</p> <p>SKILLS DEVELOPMENT SCOTLAND</p>	<p>CASE STUDY</p> <p>Using pop-up innovation labs to reduce the gap between idea and execution.</p> <p>45 MINUTES</p> <p>Paul-Jervis Heath</p> <p>MODERN HUMAN</p>	<p>CONTINUED SESSION</p> <p>WORKSHOP</p> <p>Connecting conversation</p> <p>180 MINUTES</p> <p>Alastair Somerville</p> <p>ACUITY DESIGN</p>
	<p>CASE STUDY</p> <p>Tinker Tayler Solder Pi</p> <p>45 MINUTES</p> <p>Stuart Tayler</p> <p>CXPARTNERS</p>		<p>CASE STUDY</p> <p>Misused UX design patterns</p> <p>45 MINUTES</p> <p>Zoltan Kollin</p> <p>USTREAM</p>	
15:00 TEA/COFFEE BREAK				
15:30	<p>TUTORIAL</p> <p>Co-design: group therapy to bridge the client-user gap</p> <p>60 MINUTES</p> <p>Stavros Garzonis</p> <p>CXPARTNERS</p>	<p>TUTORIAL</p> <p>How to make proto-personas collaboratively</p> <p>60 MINUTES</p> <p>Joanne Rigby</p> <p>ORANGE BUS</p>	<p>TUTORIAL</p> <p>Pair writing: how to collaborate closely on content with subject matter experts</p> <p>60 MINUTES</p> <p>Richard Ingram</p> <p>INGSERV</p>	<p>EXPERIENCE REPORT</p> <p>Putting people first: UX through a service design lens</p> <p>60 MINUTES</p> <p>Alexandra Clarke</p> <p>SNOOK</p> <p>Marie Cheung</p> <p>SNOOK</p>
16:35 CONFERENCE CLOSE Biosphere Green - Mark Dalgarno wraps up UX Scotland 2016				