

UX Scotland Programme

Day One Wednesday 7 June

08:15 CONFERENCE REGISTRATION

Room BIOSPHERE

09:15 WELCOME TO UX SCOTLAND 2017

09:30 KEYNOTE
Beyond the UX Tipping Point 60 MINUTES
 Jared Spool

10:30 TEA / COFFEE BREAK

Rooms	BIOSPHERE GREEN	BIOSPHERE BLUE	SALISBURY SUITE	HUTTON ROOM
11:00	CASE STUDY Assumptions prohibited 45 MINUTES Andre Jay Meissner ADOBE	CASE STUDY Change through education 45 MINUTES Neil Allison UNIVERSITY OF EDINBURGH	HANDS-ON Get direction! - How story mapping helps everyone 90 MINUTES Jason Bootle POP GUN UK LTD	WORKSHOP Designing dialogue: an intro to VUI design 90 MINUTES Ben Sauer CLEARLEFT
	SWITCHOVER	SWITCHOVER		
11:50	CASE STUDY Storytelling for impact: turn data into decisions 45 MINUTES Aleks Wruk FREEAGENT	CASE STUDY Tips from being a lone research warrior: a practical guide for when you are the only person conducting research in your organisation 45 MINUTES Emma Meehan INTERCOM		
12:35	LUNCH BREAK			
13:30	CASE STUDY Bounded rationality and the architecture of choice: applying behavioural economics to the user experience 45 MINUTES Paul Jervis Heath MODERN HUMAN	CASE STUDY Typography and the user experience 45 MINUTES Matthew Standage OXFORD COMPUTER CONSULTANTS	WORKSHOP UX testing for absolute beginners 150 MINUTES Ria Sheppard BESTVPN.COM Paul Stevens AUTOTRADER	WORKSHOP Humanising technology: designing the future health experience 90 MINUTES Robbie Bates USCREATES
	SWITCHOVER	SWITCHOVER		
14:20	CASE STUDY Good design is...a myth 45 MINUTES Zoltan Kollin IBM	CASE STUDY Help designers make accessible websites 45 MINUTES Stergios Kritikos INDIVIDUAL		
15:05	TEA / COFFEE BREAK			
15:35	CASE STUDY Pitching ideas: How to sell your ideas to others 60 MINUTES Jeroen van Geel OAK AND MORROW / BEAM LABS	CASE STUDY Letting Customers Go: Designing for closure 60 MINUTES Anna Wojtczuk SCOTT LOGIC	CONTINUED WORKSHOP UX testing for absolute beginners 150 MINUTES Ria Sheppard BESTVPN.COM Paul Stevens AUTOTRADER	CASE STUDY The future of usability testing: a cognitive and behavioural science approach to UX 60 MINUTES Conor Ward BRITISH GAS/CENTRICA
Room	BIOSPHERE			
16:35	LIGHTNING TALKS			
17:30	SOCIAL EVENING			

UX Scotland Programme

Day Two Thursday 8 June

08:45 CONFERENCE REGISTRATION

Room BIOSPHERE

09:30 KEYNOTE
The journey of 500 journeys 60 MINUTES
Dana Chisnell CENTER FOR CIVIC DESIGN

10:30 TEA / COFFEE BREAK

Rooms	BIOSPHERE GREEN	BIOSPHERE BLUE	SALISBURY SUITE	HUTTON ROOM
11:00	<p>TUTORIAL</p> <p>How Atlassian's research went agile (and yours can too) 45 MINUTES</p> <p>Georgie Bottomley ATLASSIAN</p>	<p>CASE STUDY</p> <p>Show me something nice! On making buying suggestions 45 MINUTES</p> <p>Memi Beltrame LESS A MESS, ZURICH</p>	<p>HANDS-ON</p> <p>Sketchnoters are the better thinkers 90 MINUTES</p> <p>Dr Makayla Lewis FREELANCE</p>	<p>TUTORIAL</p> <p>Safety in numbers: a framework for benchmarking the user experience 90 MINUTES</p> <p>Jessica Cameron USER VISION</p> <p>Abi Reynolds USER VISION</p>
	SWITCHOVER	SWITCHOVER		
11:50	<p>CASE STUDY</p> <p>Supercharge a customer lens review of an SME business 45 MINUTES</p> <p>Sally Rogan OUTSIDE-IN EXPERIENCE DESIGN</p> <p>Sandy Callander DENHOLM ASSOCIATES</p>	<p>CASE STUDY</p> <p>Inviting experimentation by design 45 MINUTES</p> <p>Cliff Seal SALESFORCE</p>		
12:35	LUNCH BREAK			
13:30	<p>CASE STUDY</p> <p>Desperately seeking something 45 MINUTES</p> <p>Barry Briggs BBC</p>	<p>CASE STUDY</p> <p>How I sprinkled magic UX pixie dust and transformed a company 45 MINUTES</p> <p>Dan Healy</p>	<p>EXPERIENCE REPORT</p> <p>Remote UX, open source UX 45 MINUTES</p> <p>Tammie Lister AUTOMATTIC</p>	<p>CASE STUDY</p> <p>If AI is the new UI... what does that mean for design? 90 MINUTES</p> <p>Dan Whaley SABIO LIMITED</p>
	SWITCHOVER	SWITCHOVER	SWITCHOVER	
14:20	<p>TUTORIAL</p> <p>Style guide driven development (SDD) 45 MINUTES</p> <p>Arvid Torset SENIORDEV</p> <p>Tatiana Kolesnikova SENIORDEV</p>	<p>CASE STUDY</p> <p>Is what you see what you get? Effective use of eye-tracking in UX research 45 MINUTES</p> <p>Stephen Denning USER VISION</p>	<p>CASE STUDY</p> <p>How UX allows a company to 'ghost' the market and win' 45 MINUTES</p> <p>Marty Dunlop INDEPENDENT</p>	
15:05	TEA / COFFEE BREAK			
15:35	<p>CASE STUDY</p> <p>How can stalking and stealing get you ready for the big design problem? 60 MINUTES</p> <p>Jiri Jerabek INTUIT</p>	<p>CASE STUDY</p> <p>The multiple personality conundrum 60 MINUTES</p> <p>Joe Dollar-Smirnov RED BADGER</p>	<p>CASE STUDY</p> <p>Surgical UX: designing for visualisation systems in surgery 60 MINUTES</p> <p>Tim Caynes FOOLPROOF</p>	<p>CASE STUDY</p> <p>Assessing your UX maturity 60 MINUTES</p> <p>Jay Brewer VICE PRESIDENT EXPERIENCE DESIGN, RAPID7</p>
16:35	SOCIAL EVENING AT CITY ARTS CENTRE			

08:30 CONFERENCE REGISTRATION

Room **BIOSPHERE**

09:15 **KEYNOTE**
The architecture of talent 60 MINUTES
Alberta Soranzo LLOYDS BANKING GROUP

10:15 TEA / COFFEE BREAK

Rooms	BIOSPHERE GREEN	BIOSPHERE BLUE	SALISBURY	HUTTON ROOM
10:45	<p>CASE STUDY</p> <p>Bring it to life 45 MINUTES</p> <p>Markus Knigge VOLKSWAGEN FINANCIAL SERVICES AG</p>	<p>CASE STUDY</p> <p>Hidden gems in research: finding the heart and soul of your users 45 MINUTES</p> <p>Oana Secara JOHNSON CONTROLS</p>	<p>CASE STUDY</p> <p>Beyond the screen - designing for connected devices 45 MINUTES</p> <p>Jennifer Fraser MACADAMIAN</p> <p>Lina Bonapace MACADAMIAN</p>	<p>CASE STUDY</p> <p>Screen to screen 90 MINUTES</p> <p>Lucinda Broadbent MEDIA CO-OP</p> <p>Louise Scott MEDIA CO-OP</p>
	SWITCHOVER	SWITCHOVER	SWITCHOVER	
11:35	<p>CASE STUDY</p> <p>Consistency...don't get bored with it 45 MINUTES</p> <p>Andrew Purnell SNOOK</p>	<p>CASE STUDY</p> <p>When everybody's a designer: How to manage ideas in big, diverse teams 45 MINUTES</p> <p>Barbara Spanton SHOPIFY</p>	<p>CASE STUDY</p> <p>My country: the user experience 45 MINUTES</p> <p>Colman Walsh UXTRAINING.COM</p>	
12:20	LUNCH BREAK			
13:20	<p>CASE STUDY</p> <p>It takes two to tango: how to court your product manager 60 MINUTES</p> <p>Rachel Daniel MAXPOINT</p>	<p>CASE STUDY</p> <p>Designing for vulnerable children 60 MINUTES</p> <p>Gerry Scullion HUMANA DESIGN</p>	<p>CASE STUDY</p> <p>When architecture and UX collide: augmenting the user experience of physical spaces 60 MINUTES</p> <p>Jenny Egan MODERN HUMAN</p>	
14:20	TEA / COFFEE BREAK			
14:50	<p>TUTORIAL</p> <p>Talking forms 60 MINUTES</p> <p>Hilary Brownlie REGISTERS OF SCOTLAND</p>	<p>CASE STUDY</p> <p>How many hats can you really wear? 60 MINUTES</p> <p>Spencer Turner CULTIVATE</p>	<p>CASE STUDY</p> <p>My customers have customers: 4 lessons from building a chat UI builder 60 MINUTES</p> <p>Katrina Bautista SHOPIFY</p>	
Room	BIOSPHERE			
15:50	CONFERENCE CLOSE (15 MINS)			