UCD 12

**A conference
by UK UCD professionals
for UK UCD professionals**

9th - 10th November 2012

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Welcome

Welcome to UCD2012, the first conference of its kind, focusing on user centred design in the real world. We are so thrilled to have such a talented group of presenters at the conference and especially proud that so many of them are locals.

UCD2012 is a not-for-profit conference for the community and has only been possible due to the presenters donating their time and all the hard work of the volunteers on the committee. It is wonderful that so many people have offered up their talents for free to better the community. It is also the first time that so many UCD related organisations have come together to offer the community a conference of this type. The combined efforts of BIMA, BCS, IEHF, IXDA and UXPA UK show that we have a strong community of really talented professionals.

UCD2012 is an economical and interesting alternative to attending international conferences, purely academic conferences or purely UX conferences. UCD2012 explores how User Centred Design is applied in a variety of disciplines. The conference focuses on UK based speakers who are the best in their field representing a variety of different organisation and companies, including Google, Channel 4, Tesco, NHS and many more. Over the following two days you will get the opportunity to enjoy real world case studies, inspirational presentations and interactive workshops.

The organising committee would like to sincerely thank the presenters, the sponsors and of course you for making it such a success. I would also like to personally thank all the members of the committee and helpers for the many hours of voluntary hard work that has gone into organising an event like this.

We hope that you will enjoy the conference and that we can make this an annual event.

Dr Chandra Harrison
Conference Chair/President UXPA UK

Friday 9th November

Presentations

9.00am (Main Room)

Welcome – Dr Chandra Harrison
Conference Chair, President UXPA UK

9.30am (Main Room)

Rolf Molich, Dialog Design
Keynote: "Five users will find 85% of the usability problems" – and other myths about usability testing

Paul Dawson, Fluxx
Walking the line:
The Role of Product Development

11.00am-11.30am (Orangery)

Morning Tea

11.30am (Main Room)

Chris Rourke, User Vision
Beyond our shores: UX Research and Design for International Cultures

Danny Bluestone, Cyber-Duck
Agile UX – a digital agency's view'

Paul Wheatley, Tesco Bank
User Experience Vs Financial Institutions

1.00pm – 2.00pm (Orangery)

Lunch

Rolf Molich

Paul Dawson

Chris Rourke

Danny Bluestone

Paul Wheatley

2.00pm (Main Room)

Christna Li, Infinite Interactive
Experience prototyping for service design

Neil Wardrop, Channel 4
Channel 4 Case Study

Jo Packer, Songkick
How to do user research at a start-up

Steve Benford, Nottingham University
Uncomfortable Interactions

3.30pm – 4.00pm

Afternoon Tea

4.00pm (Main Room)

Kevin White, Nile &
Roger Donald, NHS Direct
Self-service health care

Miles Rochford, Google
Designing at Google-scale

6.00pm - 8.00pm (Orangery)

Wine and nibbles
Proudly sponsored by ACCENTURE

Christna Li

Neil Wardrop

Jo Packer

Steve Benford

Kevin White

Roger Donald

Miles Rochford

Saturday 10th November

Presentations

9.30am (Main Room)

Tom Stewart, System Concepts
If UCD is so great, why are more
systems not perfect?

Craig Sullivan, Belron
AB Testing

11.00am-11.30am (Orangery)

Morning Tea

11.30am (Main Room)

Ruth Sims, Loughborough University
Co-design to generate innovative ideas

**Effie Law, University of Leicester
and ETH Zürich**
To Measure or Not to Measure:
A Conundrum in UX?

Filip Healy, Amberlight
Using visual thinking and illustration as
part of a user centred innovation process

1.00pm – 2.00pm (Orangery)

Lunch

Tom Stewart   Craig Sullivan   Ruth Sims   Effie Law   Filip Healy

2.00pm (Main Room)

Zachary Jean Paradis, Sapient Nitro
Portfolio Management and UX: Choosing
the Right Process for the Right Problem

Matthew Ovington, Paddy Power
Snakes and ladders: Trust and motivation
in online gaming

Drew Smith, Tobias & Tobias
Power to the People: Designing for
Social Change

3.00pm – 4.00pm (Orangery)

Afternoon Tea

4.00pm (Main Room)

Karl Smith, Accenture UK
User centred design within investment
banking and wealth management.

Denise Hampson, Hampson Solutions
Fuel Gauges for Behaviour Change

Zachary Jean
Paradis

Matthew Ovington

Drew Smith

Karl Smith

Denise Hampson

Saturday 10th November

Workshops

Workshops are on a first come first served basis. Once the room is full its full. Please do come to the rooms early. They will open 15 minutes before the start time. If you aren't able to make it to the workshop you want then remember that there is a full programme upstairs with great speakers.

9.30am (Room 1)   **John Waterworth, Foolproof**
Research Techniques for Non-Researchers

9.30am (Room 2)   **Jonathan Hassell, Hassell Inclusions**
How the British web accessibility standards BS8878 align accessibility with UCD

11.00 – 11.30am (Orangery)   Morning Tea

11.30am (Room 1)   **Craig Sullivan, Belron**
AB Testing

11.30am (Room 2)   **William Hudson, Syntagm**
Agile UCD

1.00pm to 2.00pm (Orangery)   Lunch

John Waterworth   Jonathan Hassell   Craig Sullivan   William Hudson

2.00pm (Room 1)

**Martina Schell, Method and
James O'Brien, Sparrk**
Selling Design To Human Beings –
The 13 Communication Anti-Patterns
That Kill Good Proposals.

2.00pm (Room 2)

Jon Ward, Acuity
Palm Reading For The 21st Century?

3.30pm to 4.00pm (Orangery)

Afternoon Tea

4.00pm (Room 1)

Caroline Jarrett
Better UX Surveys

4.00pm (Room 2)

Patrick W Jordan
Quality of Life and User-Centred Design

Martina Schell   James O'Brien   Jon Ward   Caroline Jarrett   Patrick W Jordan

Presenters

Rolf Molich, Dialog Design
Rolf Molich owns and manages Dialog Design, a small Danish usability consultancy that he founded in 1993. Rolf conceived and coordinated the Comparative Usability Evaluation studies in which more than 100 professional usability teams tested or reviewed the same applications. He has worked with usability since 1984 and is also the co-inventor of the heuristic evaluation method (with Jakob Nielsen). Rolf is an experienced speaker. His 24 tutorials at the Nielsen Norman Group World Tour attracted roughly 1,000 participants.

Paul Dawson, Fluxx
Paul has been leading the way in digital experience since 1996 and prides himself on getting stuff done that not only drops people's jaws in a good way, but is also tangibly useful both to the consumer and brand alike. He has an extensive portfolio of companies he has done work for and is a partner at Fluxx. He believes his strengths are in invention and having a brilliant mind.

Chris Rourke, User Vision
Managing Director of User Vision, Chris is has over twenty years of commercial experience in usability, accessibility, human factors consultancy and training. Chris has worked with a wide range of commercial and public sector clients in the UK and abroad. Chris is Founder and Past President of the Scottish Chapter of the UPA and the UPA's regional coordinator for Europe. He is also on the Steering Committee for the world's first Master's degree in Design Ethnography at the University of Dundee.

Danny Bluestone, Cyber-Duck
Danny is the founder and CEO of Cyber-Duck Ltd, the UK's leading digital agency in the field of UX (user experience), SaaS, marketing and apps. Danny's entrepreneurial spirit has led to the company's rapid growth since 2005 and to its current status as an award-winning innovator at the forefront of UX and technology. Cyber-Duck works with over 100 international clients including the EU Commission, Imperial Tobacco, NordicBet, BAM, Jewson and Arsenal FC.

Paul Wheatley, Tesco Bank
Paul is a freelance UX Consultant with over 12 years of experience in a wide portfolio of clients and industries from Financial to start-up and everything in-between. When Paul is not getting his UX on, he podcasts on the British Tech Network with the Web, Gamer and iOS Shows, is an unashamed Apple fan boy, a loving father and (when he looses a 3G signal) an attentive husband. He is passionate about everything digital and cannot wait for bio-electronic contact lens to hit the mainstream.

Christina Li, Infinite Interactions
Christina is an independent UX and Service design professional. Her experience covers a range of screen

and non screen-based products and services, e.g mobile, web, TV, as well as in-store and call centre experience design. She designs end to end customer experience and creates commercially viable services/products that will have a positive impact on the end user and their relationship with the service provider. Originally from China, Christina has an international perspective on the way that people use products and devices.

Neil Wardrop, Channel 4
Neil is User Experience Strategist at Channel 4. He is responsible for the User Experience across a number of Channel 4's Online Products including 4oD, E4, Film 4, Scrapbook and Channel4.com. A key part of his role is to ensure consistency of the User Experience across a number of platforms including PC, Mobile, TV and Games Consoles. Neil has 15 years experience in the broadcasting and digital media industry. He has worked on the design and User Experience of many products and services across mobile, TV and the web. Prior to Channel 4 he worked for organisations such as Vodafone, UPC Broadband and the BBC.

Jo Packer, Songkick
Jo has been designing and building websites and apps since 2000. She has a background in animation, graphic design, user research and front-end coding. Jo is a strong believer in cross disciplinary collabora-tion and putting the user at the heart of the product development process. She has worked at Songkick.com a live music start up with over 5 million users worldwide since 2009 and has helped Songkick create an environment where talking to customers and potential customers is just part of what they do everyday.

Steve Benford, Nottingham University
Steve is Professor of Collaborative Computing in the Mixed Reality Laboratory at Nottingham. He is head of the School of Computer Science, Director of the EPSRC-funded Doctoral Training Centre in Ubiquitous Computing for the Digital Economy, and is an EPSRC Dream Fellow. He has received numerous academic and industry awards. He was elected to the CHI Academy in 2012. His book Performing Mixed Reality was published by MIT Press in 2011.

Kevin White, Nile
Kevin is a researcher, accessibility specialist and former developer. Starting at Oxford University Press 20 years ago, he has honed his skills over hundreds of projects. Kevin develops an in-depth understanding of the customer and maps their needs onto required functional specifications and release plans. He also makes sure any code conforms to the guidance as set by WCAG. With a passion for emerging technologies and social change, Kevin works across websites, intranets, internal applications and mobile apps.

Presenters

Roger Donald, NHS
Roger has had many senior digital roles over the last 14 years, leading and been a member of award winning digital teams in retail, financial services and Public Sector. Three years ago Roger took his commercial sector experience and used it to help NHS Direct develop a national health and symptom checker service. His team delivered a scalable service across the web, mobile web and smart phone apps that is used 25,000 times per day. Roger has worked for B&Q, Standard Life and Ernst & Young.

Miles Rochford, Google
Miles is the User Experience Manager and currently leads a small team at Google in London, focused on improving the user experience of Ads products. He has been designing interactions for many years, for clients in Australia, the United States and Europe. His past work includes mapping public toilets in Australia, tracking scientific vessels in the Antarctic, developing low-cost services for emerging markets, and producing integrated physical and digital experiences.

Tom Stewart, System Concepts
Executive Chairman of System Concepts, Tom Stewart has been passionate about making technology more usable for over 40 years. He is a key figure in many of the international usability standards which are slowly beginning to make a difference and project editor for the user centred design standard ISO 9241-210.
Tom is the Founding Editor of the international journal Behaviour and Information Technology and past President of the Institute of Ergonomics and Human Factors.

Craig Sullivan, Belron
Craig is a UX champion at Belron with experience gained working with high street retailers and leading brands. Craig has more than a decade of experience providing insights from technical web analytics, in depth customer insight research skills, marketing optimisation and being a startup Advisor and Mentor. He has increased Belron's worldwide online conversion rates by 15% during 2011 and in some key markets by up to 42% using agile techniques, optimisation and usability research blended with a brilliant team of people.

Ruth Sims, Loughborough
Ruth has been a research associate at Loughborough University since 1999, with a first degrees in psychology, ergonomics and PhD in 'design for all'. She predominately researchs accessibility and usability of products, systems and environments by older or physically disabled people, but has also worked on projects investigating road safety in emerging economies, the reinvention of the toilet for low-water areas, and co-design to generate ideas for reducing single occupancy car travel when commuting to work.

Filip Healy, Amberlight
A long standing member of the Amberlight team, and Director of Consulting, Filip is a strong advocate of real-world contextual research methods which he uses to help clients fully understand the needs and abilities of end-users and to identify opportunities for innovation. His complete commitment to producing excellent work assures our clients that they are getting the very best each and every time they engage Amberlight, whilst his professional rigour makes him a popular mentor for junior staff.

Zachary Jean Paradis, Sapient Nitro
Zachary is a strategist, professor and author obsessed with transforming lives through experience innovation, works at SapientNitro and teaches at the Institute of Design. Zachary works with companies to become successful innovators by utilizing "experience thinking" as a strategic asset manifested in better offerings, flexible process, and open culture. He works with start-ups and Fortune 1000 companies as diverse as Chrysler Auto Group to Target, Hyatt Hotels to John Deere, M&S to Ladbrokes.

Matthew Ovington, Paddy Power
Matthew Ovington founded Open Interface, a Dublin-based agency specialising in usability and accessibility, over 10 years ago. He has worked in many different areas in the UX field – user research, usability engineering, information architecture and user experience (UX) design for a variety of public and private sector organisations. Matthew writes an occasional blog at matthewovington.com on topics relating to UX, usability and accessibility. Matthew is currently UX Architecture Manager at Paddy Power PLC.

Drew Smith, Tobias & Tobias
With a background in automotive design and ethnographic research, Drew's fascination lies in the experiential thread that runs through successful brand execution. He has defined brand and product strategies for the likes of Lexus, Vodafone, Pfizer, Arup/IHG and Barclays. Now, as lead design strategist at user experience agency Tobias & Tobias, he helps clients understand the role of digital execution within the broader context of their business and brand. In his spare time, he's the chapter host of CreativeMornings/London.

Karl Smith, Accenture UK
Karl has over twenty years experience in UCD based on academic studies in design and computing and experience of product design, information architecture, usability and UX. He has worked in creative agencies, consultancies and client side across most major sectors including Public, Tourism, FMCG, Defence, Education, Energy, Publishing, Retail and in recent years he has focused on Banking, Financial services and Wealth Management. Recent clients include Tesco Bank, RBS, Deutsche Bank and GE Money.

Presenters

**Denise Hampson,
Hampson Solutions**
Prior to her athletic career Denise was a Systems Engineer at BAE Systems, specialising in human-system interaction and cockpit development on military aircraft including the Eurofighter Typhoon. This started a career-long obsession with human-centered design and creating systems and services which are best matched to real human needs. She is a regular speaker and has delivered behavioural economics training, exploring new ideas for more effective behaviour change services and is a published author.

John Waterworth, Foolproof
John is a Senior UX Practitioner at Foolproof, working with clients such as the BBC, BskyB, Bupa, Google, HSBC, Shell, Tesco and TfL. His sweet spots are turning research findings into clear insights that clients can understand and action, and using those insights to create innovative concepts for new products and services. An active member of the UX community in London, John has spoken on UX topics at UXPA, IxDA and Microsoft events.

Jonathan Hassell, Hassell Inclusion
Jonathan is a thought leader in inclusion, with 10 years experience of embedding accessibility within digital production teams, and sharing best practice at conferences. He is the lead author of BS8878. He based the Standards on his work as Former Head of Usability & Accessibility for BBC Future Media where he supported UCD across web, mobile and IPTV. He has won awards for BBC iPlayer, and provides inclusion training and consultancy to lead innovation projects to make inclusion easier and cheaper to implement.

William Hudson, Syntagm
William is a UX Strategist who consults, writes and teaches in the fields of user-centred design, UX and usability. He has over 40 years' experience in the development of interactive systems. William has written and taught courses that have been presented to hundreds of software and web developers, designers and managers in the UK, North America and Europe. He has presented papers, talks and tutorials at international conferences including CHI, UPA and Nielsen Norman Group Usability Week.

Jon Ward, Acuity
As director of two technology companies focusing on tools for a wide range of research, Jon gets the opportunity to examine market leading innovations first hand – something that pleases his inner child greatly! Specialising in eye tracking solutions Acuity expanded into biometric and software tools for research. Supplying solutions to clients ranging from Universities to the worlds largest FMCG's Jon brings a very broad view and experience

of all types of research to the table. He also loves new gadgets, a little too much.

Martina Schell, Method
Martina is a UX consultant who specialises in UCD, experience strategy and design research with over 14 years experience in interactivity for web, desktop and devices, with a background in brand development. She fosters cross-disciplinary collaboration in all her work and teaches empathy for user, clients and multi-disciplinary development teams to create better products and services working with Lean Startup and Agile processes. She is on the UXPA UK committee and a regular event speaker.

James O'Brien, Sparrk
James is a UX Designer and experienced Agile practitioner. He loves to create exceptional products and can often be found complaining on Twitter about the frustrations that get in the way of the process. In the last ten years he's worked with agencies, enterprise codeshops and independent startups, always preaching the importance of designing for the user and coding to web standards. He went freelance in 2001 and lives on a rusty Dutch barge moored by Tower Bridge.

Caroline Jarrett
Caroline is best known for her work on the usability of forms. As a consultant, she works mostly with very large organisations as they tune and improve enormous web sites. She uses a wide variety of UX techniques such as search log analysis, personas, and Mental Models. She is co-author of "Forms that work: Designing web forms for usability" and "User Interface Design and Evaluation" and is working on "Surveys that work." She also teaches forms design, writing for the web, usability testing and interviewing skills.

Patrick W Jordan
Pat is a consultant to many of the world's most successful companies and to charities and voluntary organisations. He has honorary chairs at City University London and the University of Surrey and is a Professor at Central St. Martins, Brunel University London and CEDIM in Mexico. Pat formerly had chairs at Carnegie Mellon University and the University of Leeds. He has won many professional awards and has written several books. He was an advisor to the UK government from 2000 until 2010.

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