

# UX Cambridge Programme

Day One Wednesday 6 September

08:15	CONFERENCE REGISTRATION		
Room	MCGRATH THEATRE		
09:15	WELCOME TO UX CAMBRIDGE 2017		
09:30	<b>KEYNOTE</b> <b>Language: your organisation's most important and least valued asset</b> 60 MINUTES <b>Abby Covert</b> ETSY		
10:30	TEA/COFFEE BREAK		
Rooms	MCGRATH THEATRE	RAMSDEN ROOM	SCR
11:00	<b>CASE STUDY</b> <b>From unicorn valley to constellation summit: a UX fable</b> 45 MINUTES <b>Sandra Gonzalez</b> JUST EAT	<b>CASE STUDY</b> <b>Integrating UX</b> 45 MINUTES <b>Westley Knight</b> INDEPENDENT	<b>WORKSHOP</b> <b>3 steps to consistent, connected, cross-channel customer experience design</b> 90 MINUTES <b>Alan Colville</b> COLVILLE
	SWITCHOVER	SWITCHOVER	
11:50	<b>CASE STUDY</b> <b>Designing for good, and the subtle art of not killing anyone</b> 45 MINUTES <b>Jonny Rae-Evans</b> REASON DIGITAL	<b>CASE STUDY</b> <b>UX within design agencies</b> 45 MINUTES <b>Aaron Humphreys</b> THE APP DEVELOPERS	
12:35	LUNCH BREAK		
13:30	<b>CASE STUDY</b> <b>Let me take you on a journey...</b> 45 MINUTES <b>Amy Shore</b> FOOLPROOF	<b>WORKSHOP</b> <b>Sprinting on a design sprint</b> 90 MINUTES <b>Matt Godfrey</b> <b>Adam Walker</b> <b>Sai Mohan</b> REDGATE	<b>WORKSHOP</b> <b>Using and understanding assistive digital technologies</b> 90 MINUTES <b>Molly Watt</b> MOLLY WATT LIMITED <b>Chris Bush</b> SIGMA
	SWITCHOVER		
14:20	<b>CASE STUDY</b> <b>How to transition from UX to full blown service design</b> 45 MINUTES <b>Chi Tsang</b> <b>Stephen Tomlinson</b> WEBCREDIBLE		
15:05	TEA/COFFEE BREAK		
15:30	<b>CASE STUDY</b> <b>The mirror and the window - applying design thinking to the employee experience</b> 60 MINUTES <b>Adam Parker</b> <b>Nicci Videtta</b> CAMBRIDGE CONSULTANTS	<b>TUTORIAL</b> <b>Researching with people with access needs</b> 60 MINUTES <b>Sophie Boyd</b> DEPARTMENT FOR WORK AND PENSIONS	<b>TUTORIAL</b> <b>Creating data visualisations that don't suck</b> 60 MINUTES <b>Martin Colebourne</b> TOBIAS & TOBIAS
Room	MCGRATH THEATRE		
16:35	<b>Lightning Talks</b> 10 MINUTES EACH		
17:15	SOCIAL EVENING		

# UX Cambridge Programme

Day Two Thursday 7 September

08:45 CONFERENCE REGISTRATION

Room

MCGRATH THEATRE

09:30

KEYNOTE

**Craft. Invention. Influence** 60 MINUTES  
Steve 'Buzz' Pearce SKYSCANNER

10:30

TEA/COFFEE BREAK

Rooms

MCGRATH THEATRE

RAMSDEN ROOM

SCR

11:00

TUTORIAL

**Typography and the user experience**  
45 MINUTES  
**Matthew Standage**  
OXFORD COMPUTER CONSULTANTS

CASE STUDY

**Designing for truth: search in the age of fake news**  
45 MINUTES  
**Dustin Coates**  
ALGOLIA

WORKSHOP

**Using jobs-to-be-done to design better user experiences**  
90 MINUTES  
**Neil Turner**  
ASTRAZENECA

SWITCHOVER

SWITCHOVER

11:50

CASE STUDY

**Lost in translation**  
45 MINUTES  
**Lucy McCulloch**  
EF EDUCATION FIRST

CASE STUDY

**My country: the user experience**  
45 MINUTES  
**Colman Walsh**  
UXTRAINING

12:35

LUNCH BREAK

13:30

CASE STUDY

**Researching a complex healthcare proposition across the UK**  
45 MINUTES  
**Martha Bramley**  
INDEPENDENT

CASE STUDY

**Design for change: agile, user-centered development**  
45 MINUTES  
**Sergio Estella**  
VIZZUALITY

TUTORIAL

**Crafting the discovery phase: starting UX projects right**  
150 MINUTES  
**Dan Brown**  
EIGHTSHAPES, LLC

SWITCHOVER

SWITCHOVER

14:20

CASE STUDY

**Let the guerrilla loose**  
45 MINUTES  
**Marty Dunlop**  
XP CONSULTANTS

CASE STUDY

**Remote control fire truck: UX applications for IoT innovation**  
45 MINUTES  
**Jason Sgro**  
THE ATOM GROUP

15:05

TEA/COFFEE BREAK

15:30

TUTORIAL

**Design that breaks down barriers**  
60 MINUTES  
**Agnieszka Czyżak**  
POLIDEA  
**Rafał Tulwin**  
POLIDEA

WORKSHOP

**Opening the door: an exploration of design for transcendent user experience**  
60 MINUTES  
**Elizabeth Buie**  
SIGMA CONSULTING SOLUTIONS LTD  
**Alastair Somerville**  
SENSORY UX

CONTINUED

TUTORIAL

**Crafting the discovery phase: starting UX projects right**  
150 MINUTES  
**Dan Brown**  
EIGHTSHAPES, LLC

16:30

SOCIAL EVENING

08:45 CONFERENCE REGISTRATION

Room

MCGRATH THEATRE

09:30

KEYNOTE

**Designing conversations** 60 MINUTES  
Giles Colborne CXPARTNERS

10:30

TEA/COFFEE BREAK

Rooms

MCGRATH THEATRE

RAMSDEN ROOM

SCR

11:00

CASE STUDY

**Building a collaborative UX community for the life sciences**  
45 MINUTES

**Paula de Matos**  
PISTOIA ALLIANCE /  
DE MATOS UX CONSULTING

SWITCHOVER

TUTORIAL

**Data journeys: identifying IoT UX design challenges**  
90 MINUTES

**Tim Daines**  
CAMBRIDGE CONSULTANTS

TUTORIAL

**Chatbots: not just for millennials!**  
90 MINUTES

**Alex Baxevanis**  
WEBCREDIBLE

**Jane Minto**  
WEBCREDIBLE

**Tom Stewart**  
WEBCREDIBLE

11:50

CASE STUDY

**The road to faster mock-ups: How we built and shared our design system**  
45 MINUTES

**Andrew Denty**  
REDGATE

12:35

LUNCH BREAK

13:30

CASE STUDY

**Good design is... a myth**  
45 MINUTES

**Zoltan Kollin**  
IBM

SWITCHOVER

HANDS-ON

**Modular design for a consistent user experience**  
90 MINUTES

**Xavier Watkins**  
EUROPEAN BIOINFORMATICS  
INSTITUTE (EMBL-EBI)

TUTORIAL

**Leadership essentials for user experience**  
90 MINUTES

**Rebecca Kemp**  
REBECCA INDUSTRIES LTD

**Ade Adewunmi**  
GOVERNMENT DIGITAL SERVICE

14:20

CASE STUDY

**How Design Club is helping to nurture empathy, the world's most valuable resource**  
45 MINUTES

**Noam Sohachevsky**  
DESIGN CLUB

Dr Nikiforos Karamanis

EUROPEAN BIOINFORMATICS  
INSTITUTE (EMBL-EBI)

15:05

TEA/COFFEE BREAK

15:30

CASE STUDY

**Unsanctioned projects: the need for secret projects in your product team**  
60 MINUTES

**David Hoang**  
ONE MEDICAL

HANDS-ON

**Sketch you can! Demystifying a powerful collaboration technique**  
60 MINUTES

**Jeremy Kriegel**  
BZZAGENT

16:30

CONFERENCE CLOSE