Programme

Day One Wednesday 12 September

08:15 Conference Registration

Room MCGRATH THEATRE

09:15 Welcome to UX Cambridge

09:30 **Keynote** • 60 minutes

The tools we use: challenging dogma in the design process

Emmet Connolly Intercom

10:30 Break

Rooms	MCGRATH THEATRE	SCR	RAMSDEN	RUSHMORE
11:00	**Case Study** • 45 minutes **Research smarter, not harder** **James Lang** Google	**Case Study** • 45 minutes **Neuroscience of digital distractions and the social responsibility of designers** **Anastasia Dedyukhina** Consciously Digital	**Workshop** • 90 minutes **First steps to inclusive design** **Raphael Clegg-Vinell** AbilityNet **Madeleine Pritchard** City, University of London	**Workshop** • 90 minutes **How might we design new services to educate children to have a healthier relationship with food?** **Christina Li** Melon Experience Design **Rachel Liu** Pearson Education
	SWITCHOVER	SWITCHOVER		
11:50	**Case Study** • 45 minutes **Relationships are complicated - how data analysis and UX research work together at Zendesk** **Brent Palmer** carwow	**Case Study** • 45 minutes **Humans, heat and hygiene** **Aly Blenkin** **Ellie Ereira** Pivotal Labs		

12:35 Break

13:30	**Case Study** • 45 minutes **A practical guide to design visioning** **Josh Sassoon** Thumbtack	**Case Study** • 45 minutes **Two worlds collide: UX within agencies and large corporations** **Flow Bohl** Bloomberg New Energy Finance	**Workshop** • 90 minutes **An introduction to human-centred design leadership** **David Hoang** One Medical	**Hands-On** • 90 minutes **Create your Amazon Alexa skill/ VUI without coding in 1 hour** **Anil Kumar Krishnashetty** bitgrip Gmbh
	SWITCHOVER	SWITCHOVER		
14:20	**Case Study** • 45 minutes **Beyond milkshakes: using JTBD for innovation and product design** **Natalia Rey** Redgate			

15:05 Break

15:30	**Case Study** • 60 minutes **Product UX cahoots - bending the experience of remote agile UX practice** **Sven Laqua** Digital Science **Revital Kristal** Biodata	**Case Study** • 60 minutes **Maps and markers: crafting a strategy to transform your design team** **Alissa Briggs** PlanGrid	**Tutorial** • 60 minutes **Usability testing on steroids** **Dr Nikiforos Karamanis** European Bioinformatics Institute (EMBL-EBI)	**Tutorial** • 60 minutes **Design friction: make me think!** **Cristina Viganò** Cyber-Duck

16:30 Switchover

16:40 **Lightning Talks** • 10 minutes each

Design critique 101 - why, when, where, what, who and how
Adam Parker MIG Global

Designing for self-service - how to create effective product support content
Richard Ingram Geckoboard

Growing a UX team: 5 things I wish I'd known
Jen Hennings Omobono Ltd

17:30 Social Evening

Programme

Day Two Thursday 13 September

09:00 Conference Registration

Room MCGRATH THEATRE

09:30 **Keynote** • 60 minutes
UnEnded: how shards of broken experiences impact us all 60 minutes
Joe Macleod AndEnd

10:30 Refreshment Break

Rooms	MCGRATH THEATRE	SCR	RAMSDEN	RUSHMORE
11:00	**Case Study** • 45 minutes The many faces of service blueprints Tero Väänänen NHS Digital	**Case Study** • 45 minutes How brands are using biometrics to learn what their users are experiencing Alex Ford Space Between	**Workshop** • 90 minutes The art of surviving UX projects James Chudley cxpartners	**Hands-On** • 90 minutes Adventures in dataland Louise Petre Natalie Baron Lorna Tang GDS
	SWITCHOVER	SWITCHOVER		
11:50	**Case Study** • 45 minutes Pixels and prisons Jay Heal AMinistry of Justice	**Case Study** • 45 minutes Involving everyone in UX Llara Geddes User Conversion		
12:35	Break			
13:30	**Case Study** • 45 minutes The robots are coming! Are you ready? Tom Castle Royal Bank of Scotland / Natwest	**Case Study** • 45 minutes The gap between product and UX Jack Rich Ocado Technology	**Hands-On** • 150 minutes Quick practical tools for assessing visual inclusion Joy Deane Yuanyuan (Daisy) Liu University of Cambridge	**Tutorial** • 150 minutes Hypothesise like you mean it Chris Massey Mind the Product Lisa Long Before You Code
	SWITCHOVER	SWITCHOVER		
14:20	**Case Study** • 45 minutes Let's talk: uniting dev and UX to design for voice Pascal Heynol USEEDS GmbH	**Case Study** • 45 minutes Where innovations go to die, and how to avoid it Franco Papeschi Idean		
15:05	Break			
15:30	**Case Study** • 60 minutes Leveraging context into resources: how to take ownership of the UX problems we observe Dalia El-Shimy Shopify	**Case Study** • 60 minutes The power of design systems Kamil Kuczynski Martin Rio Sixto Cambridge Assessment English	CONTINUED **Hands-On** • 150 minutes Quick practical tools for assessing visual inclusion Joy Deane Yuanyuan (Daisy) Liu University of Cambridge	CONTINUED **Tutorial** • 150 minutes Hypothesise like you mean it Chris Massey Mind the Product Lisa Long Before You Code
16:30	Social Evening			

Programme

Day Three Friday 14 September

09:00 Conference Registration

Room MCGRATH THEATRE

09:30 **Keynote** • 60 minutes
Designing inclusive products
Sara Wachter-Boettcher Principal, Rare Union and Author, Technically Wrong

10:30 Refreshment Break

Rooms	MCGRATH THEATRE	SCR	RAMSDEN	RUSHMORE
11:00	**Case Study** • 45 minutes **Making content patterns** **Hinrich von Haaren** Content Design London	**Hands-On** • 90 minutes **Sketchnotes in UX design** **Makayla Lewis** Brunel University London	**Workshop** • 90 minutes **Practical design principles** **Ben Brignell** Brignell Ltd	**Workshop** • 90 minutes **Inclusive design practice** **Florence Okoye** Natural History Museum
	SWITCHOVER			
11:50	**Case Study** • 45 minutes **Intelligent outcomes: practical application of learning systems to improve patient experiences** **Tim Caynes** **Jane Vance** Foolproof			
12:35	Lunch Break			
13:30	**Case Study** • 60 minutes **The magic of UX - exposing bias through the medium of card magic** **Gareth Dunlop** Fathom	**Workshop** • 60 minutes **User research with social media** **Dave Ellender** Evidence Tools	**Workshop** • 60 minutes **I want my MVP** **Alastair Lee** Pilot Works	
14:30	Refreshment Break			

Room MCGRATH THEATRE

15:00 **Endnote** • 60 minutes
The facilitation kata: perspectives and exercises in facilitating everyday design activities
Alisan Atvur User Experience Researcher and Design Educator

16:00 Conference Close 10 minutes