

Timings / Rooms	ELG03	ELG01	ELG02	ELG05	ELG08	ELG11	EM01	ELG12	
<b>12:30pm</b>	<b>Registration Opens</b>								
<b>1:00pm start</b> (Talk duration 20 - 25 mins followed by 10 min Q&A)	<b>OPENING KEYNOTE</b> Rules of the Game  <b>James Box</b> <i>Clearleft</i>	<b>Late registration</b> (Anyone arriving after opening keynote please head to the room for your next talk)						Workshop: Creative Skills for Innovation  <b>Raj Arjan &amp; Alessandra Millar</b> <i>Google</i>  <b>15 ATTENDEES ONLY</b> (first come basis – must stay for entire session)	
<b>1:45pm start</b> (Talk duration 20 - 25 mins followed by 10 min Q&A)	How to create a 5* experience on a backpackers budget.  <b>Corinna &amp; George</b> <i>The App Business</i>	Uncovering design opportunities in the real world.  <b>James Reeve</b> <i>Foolproof</i>	Lean UX & Start-up Tips  <b>Emily Luxy Underwood</b> <i>Mindwave Ventures</i>	Setting up a UX lab from scratch  <b>Dana Demin</b> <i>Parliament</i>	Enabling your disabled market  <b>Mark Flint</b> <i>Purple</i>	The Paradox of 'Designing' Serendipity  <b>Stephann Makri</b> <i>City, University of London</i>			
<b>2:30pm start</b> (Talk duration 20 - 25 mins followed by 10 min Q&A)	8 Simple steps to transform good UX, into great UX.  <b>Damian Rees</b> <i>Experience UX</i>	Designing services that close the gap between expectations and perceptions  <b>Aimée Windsor Brown</b> <i>Bunnyfoot</i>	Smart usability testing: Delivering real user insights on a budget.  <b>Swetha &amp; Georgina</b> <i>System Concepts &amp; Kingston University</i>	Cultural nuances and design for the Asian Market  <b>Rachel Liu</b> <i>Pearson Education</i>	Evaluating a mobile health app: A case study of BEYOU+  <b>Adrian Bussone</b> <i>City, University of London</i>	Imparting Otsukaresama: Designing technology to support interpersonal emotion regulation  <b>Gilang Andi Pradama</b> <i>City, University of London</i>			
<b>3:15pm start</b> (Talk duration 20 - 25 mins followed by 10 min Q&A)	Fake it before you make it  <b>Sergei Golubev</b> <i>School of UX</i>	Need to supercharge your concept design on a budget? – Co-design your concepts with your customers  <b>Kristine Pitts</b> <i>Sercu ExperienceLab</i>	Reporting usability on a budget  <b>Sally Graham</b> <i>WhatUsersDo</i>	The Shock Factor  <b>Tom Haczewski</b> <i>The User Story</i>	How people with Dementia drove the redesign of the Alzheimer's society website  <b>Imogen Levy</b> <i>The Alzheimer's Society</i>	Do you trust your smart heating system?  <b>Simone Stumpf</b> <i>City, University of London</i>			
<b>4:00pm</b>	<b>Networking Break – ELG01 &amp; ELG03 Foyers</b>								



Wi-Fi Name: city-guest  
Password: xxxxxx

## HCID Open Day 2017 Schedule 'Bootstrap UX'

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<b>4:45pm start</b>  (Talk duration 20 - 25 mins followed by 10 min Q&A)	Designing products for tomorrow  <b>Brendan Kearns</b> <i>InVision</i>	Research strategies for a user-centred approach to augmented reality  <b>Ana Moutinho</b> <i>Holition</i>	How low can you go  <b>Álvaro Drake</b> <i>Akendi</i>	Budgeting for international user research  <b>David McCrae</b> <i>Government Digital Service</i>	Visual analysis of Dyslexia on search  <b>Dr Andrew Macfarlane</b> <i>City, University of London</i>	A temperature display for conveying affective feedback  <b>Jordan Tewell</b> <i>City, University of London</i>		Workshop continued
<b>5:30pm start</b>  (Talk duration 20 - 25 mins followed by 10 min Q&A)	Bootstrap UX  <b>Jason Grant</b> <i>UX Coach</i>	How to make Google Analytics into a Supercharged UX Tool  <b>Chris Unitt</b> <i>One Further</i>	UX research – When you can't afford it, but can't afford not to!  <b>Ruth D'Arcy-Daniel</b> <i>Different Dimensions Ltd</i>	Marketing Plan Design  <b>Ben Mumby-Croft</b> <i>One Ltd</i>		Will automation help, hinder or replace nuclear control room operators?  <b>Dr Les Ainsworth</b> <i>Corporate Risk Associates Ltd</i>		
<b>6:00pm</b>	<b>Networking – ELG03 Foyer</b>							
<b>7:00pm</b>	<b>Closing Keynote Talks – ELG03</b> Stuart Scott & Agnieszka Prusik (City Interaction Lab / StartUX): Why Bootstrap UX? Simone Stumpf & Steph Wilson (City, University of London): The Centre for HCI Design Nina Belk (Modern Human): How to be a bold and provocative designer Geraldine Fitzpatrick (Tu Wien (Vienna University of Technology): When the UX basics are no longer basic							
<b>8:30pm</b>	<b>After Party – The Blacksmith and Toffemaker</b>							