

HCID Open Day 2017 Schedule 'Bootstrap UX'

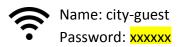




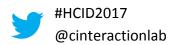
Timings / Rooms	ELG03	ELG01	ELG02	ELG05	ELG08	ELG11	EM01	ELG12		
12:30pm		Registration Opens								
1:00pm start (Talk duration 20 - 25 mins followed by 10 min Q&A)	OPENING KEYNOTE Rules of the Game James Box Clearleft									
1:45pm start (Talk duration 20 - 25 mins followed by 10 min Q&A)	How to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







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4:45pm start (Talk duration 20 - 25 mins followed by 10 min Q&A)	Designing products for tomorrow Brendan Kearns InVision	Research strategies for a user-centred approach to augmented reality Ana Moutinho Holition	How low can you go Álvaro Drake <i>Akendi</i>	Budgeting for international user research David McCrae Government Digital Service	Visual analysis of Dyslexia on search Dr Andrew Macfarlane City, University of London	A temperature display for conveying affective feedback Jordan Tewell City, University of London				
5:30pm start (Talk duration 20 - 25 mins followed by 10 min Q&A)	Bootstrap UX Jason Grant UX Coach	How to make Google Analytics into a Supercharged UX Tool Chris Unitt One Further	UX research – When you can't afford it, but can't afford not to! Ruth D'Arcy-Daniel Different Dimensions Ltd	Marketing Plan Design Ben Mumby-Croft One Ltd		Will automation help, hinder or replace nuclear control room operators? Dr Les Ainsworth Corporate Risk Associates Ltd		Workshop continued		
6:00pm	Networking – ELG03 Foyer									
7:00pm	Closing Keynote Talks – ELG03 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									
8:30pm	After Party – The Blacksmith and Toffeemaker									