

User Experience SIG
'Why should you have UX in your organisation'Thursday 27th April 2017**Hosted by Cambridge Consultants**

This SIG is championed by Marine Barbaroux, Cambridge Consultants, Stefano Borini, Geoff McCormick, Allan MacLean of Amdeo and Leo Poll, Akendi UK.

Venue: Cambridge Consultants, Science Park, Milton Rd, Milton, Cambridge CB4 0DW
WIFI Network: cc-guest, Password: KLMV7886

AGENDA**18:00** Registration and networking with refreshments**18:30** Introduction to the UX SIG from **Marine Barbaroux, Cambridge Consultants****18:35** Welcome from event host, **Marine Barbaroux, Cambridge Consultants****18:45** **'How focusing on the user experience can turn your customers into true fans of your product'****Stephen Chambers, Head of Product Design, Gearset @GearsetHQ**

Adopting a user experience mentality and approach within a company could actually be a fairly easy process. However, implementing a truly effective user focused process still proves to be a big challenge for many companies. In many instances, existing company structures are almost designed to prevent a better process from being implemented. This talk examines the most common blockers that prevent companies taking advantage of sharing valuable user insights, tools that can easily unblock communication barriers, and provides examples of how you can turn your customers into true fans of your product.

Q&A

19:15 **'Creating that warm fuzzy feeling'****Robert Curtis, Principal Designer, Dovetailed @robertcurtis**

Creating lasting and effective client partnerships is like any relationship: it requires love, dedication and understanding. Here we explore five ways to ensure that clients get what they crave, and continue to value UX as an integral part of their business and ongoing success.

Q&A

19:45 **Embedding UX into an organisation: train, outsource, recruit?****Leo Poll, President, Akendi UK @L_Poll**

Service oriented companies cannot afford to overlook the importance of UX. And yet, we are all too familiar with endless waiting times when trying to contact a support desk, installation instructions that do not make sense, account pages that do not allow you to find something as simple as your latest invoice etc. Clearly these are all the result of a lack of joined up approach as well as a lack of understanding of what customers/users really experience. So how do you make sure your organisation delivers a useful, usable and satisfactory experience to your users and customers? By building an oiled 'UX machine' where every member of staff is aware of how they contribute to the overall service delivery or simply put by introducing the concept of Experience Thinking. During this talk Leo will outline what a pragmatic development programme looks like to ensure that the whole organisation 'Thinks experience'.

Q&A

20:15 Panel session with all speakers**20:30** Networking with refreshments**21:00** **Event closes**

With the permission of the speakers, presentations will be loaded to the CW website on the day following the event

Profile of organisers

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. www.cambridgewireless.co.uk

Profile of host

Cambridge Consultants @cambconsultants

Cambridge Consultants is a world-class supplier of innovative product development engineering and technology consulting. Cambridge Consultants has one of the world's largest independent wireless development teams, with more than 150 experts covering every design expertise from short-range wireless connectivity to global satellite communication. Over the years, Cambridge Consultants has helped its clients to develop the world's smallest satellite data terminal, the world's first single-chip Bluetooth radio, the world's first GSM videophone for Orange, Europe's first FCC-approved UWB (ultra-wideband) product, and the radios that manage more than 50 per cent of the world's airspace. www.cambridgeconsultants.com

Profile of SIG Champions

Marine Barbaroux, Cambridge Consultants

Marine is a digital product and service designer in Cambridge and has been in and around the design field for more than 20 years. With an education in product design and graphic art, she joined the world of software and now applies her skills to ensure great user experiences at Cambridge Consultants. She's designed a number of products and managed UX teams both in France and in the UK, mentored at Springboard (now TechStar London), and recruited a fair number of whatever-the-flavour-of-the-month-is-UX-o-tronologists you can think of... For her, design is about problem-solving more than anything. The role of a designer is to come up with novel concepts where required, but also make sure those are realistic and achievable. Cooperation is key. In her spare time, she works with acrylics, Photoshop and Illustrator to keep the creative juices flowing! www.cambridgeconsultants.com

Stefano Borini

Biography unavailable at time of print.

Allan MacLean, Amdeo

Amdeo specialises in the development and exploitation of high tech innovations. Amdeo principal, Allan MacLean, has worked in research and management roles at the leading edge of Information and Communication Technologies for over 25 years. He was a founder member of Xerox's European Research Centre in the 80's and was a major contributor to building it into one of the world's leading centres of expertise in the user centred design of innovative technologies. In 2002, he co-founded Image Semantics, which he helped lead to become a global provider of innovative mobile applications and services. Allan has frequently advised on funding programmes in the UK, Europe and North America to help improve the fit between technologies and human needs and improve the exploitation of government funded research.

Geoff McCormick

Geoff has worked as a business consultant in the design industry for over 10 years. In that time, he has worked with some of the world's most famous and successful designers, where his role was to help designers, companies and brands to try and maximise the commercial effectiveness of design. His experience covers every populated continent and a diverse range of sectors, including developing a mobile petrol retail station, an interior design system for VIP aircraft, hydrogen powered vehicles, packaging strategies for FMCG brands and innovation programmes utilising Asian sourcing. It is this breadth of experience that he values most. Common across all of his clients and projects is the desire to create truly unique experiences that occupy a space in peoples' hearts and minds.

Leo Poll, Akendi UK

Technically everything is possible, making it work for people is where the real challenges are. Addressing these challenges from an end-user perspective in a way that makes business sense is what drives Leo. With more than 20 years of experience in Innovation driven Experience Research and Design he is able to bring an ability of strong lateral thinking combined with broad domain knowledge of applications/markets and technical enablers. Previous to his role at Akendi, Leo worked for the mobile phone division of Philips in Le Mans, France, managed numerous international projects whilst employed by Philips Electronics UK, was a member of the global 'Connectivity Programme' board of Philips Research, (Co-)founded Ryppel Ltd, Eversfield Innovation Ltd, Galileo Software Adviesbureau v.o.f. www.akendi.co.uk

Profile of speakers

Stephen Chambers, Head of Product Design, Gearset @GearsetHQ

Stephen previously spent over nine years working at Redgate in Cambridge. With an extensive background in psychology and research methods, Stephen became fascinated with how these could be applied to the world of software design. This experience of the full application development life-cycle has led to the research, testing and design of a wide range of software products that are used by companies all over the world. His experience is now being applied to the user focused design and development of a new SaaS based product for a startup called Gearset. www.gearset.com

Robert Curtis, Principal Designer, Dovetailed @robertcurtis

Robert Curtis is the Principal Designer at Dovetailed, and has ten years' experience developing physical and digital products for renowned household brands and novel start-ups alike. His award winning work has been recognised by the Royal Society of Arts (RSA), Baby Products Association (BPA) and Smart Kitchen Summit; is a named inventor on numerous patents and has had the privilege of speaking at national conferences including Digital Construction Week. Most recently he has been leading the design of the world's first liquid 3D food-printer, nūfood. www.dovetailed.io

Leo Poll, President, Akendi UK @L_Poll

Profile as above. www.akendi.co.uk