

2014-2015

Annual Report

User Experience Professionals' Association UK



Welcome to the UXPA UK Annual Report for 2015.

This report provides information about what the UK Chapter of the UXPA has been up to this year and let you know our plans for next year.

If you have any ideas of ways in which we might improve the association, or would like to get more involved, please send an email to: secretary@uxpa-uk.org.



A Message From The President



I want to thank the team of volunteers from our mentors to committee members without whose dedication and contribution none of this would happen. As a team of volunteers the biggest challenge to us remains our time. I look forward to introducing new initiatives to tackle this issue and help grow the association.

Paul Coombs

President UXPA UK

The UX sector continues to thrive and over the past year we have been committed to our core services to the community. Our mentoring programme goes from strength to strength and we continue to work hard each month to ensure our events attract the best speakers on a range of topics.

Also important to us is transparency, that is why we produce this annual report and publish our annual accounts.

Looking ahead to 2016 we will remain focussed on the development of UX practitioners, continue to channel energy into polished, useful events. We want to work on themes that continue to help new people to the sector as well as grow our appeal and usefulness to senior practitioners.

Looking ahead to 2016

be part of it

Our Goals & Objectives

1. **Aspire** to be the UK's authoritative source on the practice of usability, UCD and UX
2. **Support** professional and personal development and education within the UK UX/Usability field
3. **Promote** an inclusive design ethos to make products and services across the UK accessible to all
4. **Connect** other UX/Usability organisations in London and UK
5. **Foster** a community of UK UX/Usability professionals
6. **Provide value** for all members.

Membership

be one of us

In 2015, UXPA UK membership and engagement have grown again.

We now have more than 200 UK members, 1,960 people registered for our monthly Newsletter, more than 4,700 followers of @uxpauk and 162 followers of @uxpauk_jobs on Twitter. We also have had up to 150 attendees at each of our monthly events.

Membership is managed by UXPA International. There are three levels of membership to meet all our members' needs: Global Sustaining Membership, Associate Membership and Student Membership. There are also two routes to choose from: becoming a "UXPA International" member or becoming a "UXPA International + UXPA UK" member.

Member Benefits

The UXPA UK strives to offer value to our members. Choosing to join the UXPA UK Chapter ("UXPA International + UXPA UK") gives members many benefits:

- Free entry to our monthly events
- Discounted tickets to our workshops
- The ability to join our LinkedIn Group where we release tickets to our events 24 hours in advance of when we release them to the wider membership base and general public (since these events are always fully booked, having access to early bird tickets has proven a popular benefit for members)
- Access to our local mentoring scheme
- Extra discounts on local courses

For a full list of local and global discounts, take a look on our website and the main UXPA site <http://www.uxpa.org/membership-discounts>.

Getting Involved

If you would like to offer discounts for UXPA members, we'd love to hear from you! Please send an email to: secretary@uxpa-uk.org.

More ways to get involved!

There are different ways you can help us growing the UX community. Last year we decided to reduce the number of committee roles and introduce new roles: Project Leads or Managers. In 2015 we had a Social Media Manager and a Workshops Manager. We are always looking for enthusiastic people to help us promote and run our monthly events!

Committee Roles

Committee members are elected for 2-year terms and are expected to attend monthly committee meetings in person or by phone, and monthly events (unless they do not reside in London). Elections for the Management Committee take place every year and all UXPA UK paid members have the right to stand and vote. The Executive committee is formed through internal elections from existing committee members.

Project Leads

Project Leads or Managers are appointed by the committee and are tasked to look after one of our “projects” through short or long term projects, without the monthly responsibilities of meetings and events. They normally report to a committee member but have control over their projects and the responsibility for meeting their targets.

We also welcome suggestions on other Project Lead roles if there is a case that they can help us better support the UX community.

More ways to get involved!

Volunteers

We hold regular monthly events and host a series of workshops throughout the year. Attendance has been growing and we need reliable volunteers to help us run these events. This can be on a regular or ad hoc basis, and can involve tasks such as tweeting, taking photographs, video recording, helping at the door or restocking refreshments.



UXPA UK events

Sept 2013 - Oct 2014

Last year was again a very successful year with lots of popular events covering accessibility, UX strategy, UX in Government and many more.

	Event Title	Sponsor
2014	Sep You wear it well: UX and wearable technology	DigitasLBi
	Oct Lean UX	Futureheads
	Nov Autumn Workshop Extravaganza	
	Dec World Usability Day: Year of Engagement UXPA-UK, IxDA London and Friends Christmas Drinks 2014	ExperienceLab Futureheads -
2015	Jan User Experience and Business Analysis	Futureheads
	Feb Winter workshop extravaganza	Futureheads
	Mar The state of UX: clients speak	News UK
	Apr UX Strategy	Futureheads
	May Global Accessibility Awareness Day	Futureheads
	A Practitioners Guide to CPUX Certification	The Paciello Group
	Jun Careers Event 2014	
	Jul UX in Government	Goldman Sachs
	Aug Annual Summer Pub Quiz	Futureheads
Sep Everything you always wanted to know about design but were afraid to ask	Futureheads	

Events report

knowledge share and networking

Last year was again a very successful year with lots of popular events covering accessibility, UX strategy, UX in Government and many more.

In May we helped celebrate Global Accessibility Awareness Day, raising the profile of digital accessibility and people with different disabilities.

In June, we held our popular Careers Event, which was once again a great opportunity for employers and those looking for their next role to come together and network.

Getting Involved

We have opportunities for members and non-members to be more involved with the UXPA UK as speakers and volunteers at events, guest bloggers, tweeters and sketchers. If you have an idea for an event or can recommend a good speaker, we would love to hear from you.

If you can help, please send an email to: events@uxpa-uk.org



Events report

knowledge share and networking

UK Liason

In 2015, we continued to improve our communication with other UX communities and our national presence working and collaborating with a number key organisations and events in the industry. These have included, having a presence in Camp Digital at Manchester after visiting NUX and supporting conferences including Interact 2015 and Mobile UX in London.

We hope to be able to organise more UX events outside London in the next year and continue our collaborations and partnerships.

An ever expanding population of courses in the field of user experience led to the first student liaison appointment in 2013. The ultimate aim was to help people studying UX become engaged with the wider user experience community. In collaboration with key academic institutions, a great number of students have become actively engaged with the community, from volunteering at events, to joining mentoring schemes,

presenting posters at conferences and taking steps into new jobs.

In addition, we've helped a great number of people choose to undertake a user experience related academic course and helped many more move from academia into industry. It's been a successful first year, but there is much more to do and many more to inspire.

Accessibility

In 2014 UXPA UK marked Global Accessibility Awareness Day by confronting the fact that we haven't solved the problem of accessibility.

On the 21st May 2015, alongside 49 other events being held across the world, we discussed what exactly we have done to solve the problem of accessibility in the following 12 months.

The event featured three talks:

- Dr. David Sloan – Paciello Group – Accessibility: A Core Quality and Shared Responsibility.
- Ian Hamilton – Hey, Wii Want to Play Too: Accessibility in the Games Industry.

Events report

knowledge share and networking

- Dr. Farnaz Nickpour – Brunel University – Accessible but Exclusive? The paradox of Psycho-Social inclusion.

Thanks to the generous support of The Paciello Group, we once again employed a stenographer to provide live captioning at the event which recognises our commitment to inclusivity.

Industry Liaison officer Chris will remain on the organising committee of the annual Web for All Conference (W4A) in 2016, one of the largest accessibility events in the calendar, where he will act as Challenge Chair.



Professional and personal education and development

Careers Event



June 2015 hosted our annual careers event. It once again proved to be a wonderful opportunity for employers and those looking for their next role to come together and enjoy a chat over a beverage. We revolutionised the format this year which simplified the event and allowed more people to talk with more employers.

Our CV & Portfolio clinic was once again on hand with expert advice to help candidates increase the chance of landing their dream job.

We would like to thank the following for ensuring the continued success of the event:

- Amberlight
- Akendi
- Bunnyfoot
- City University London
- Digital Cabinet Office
- E-Resourcing Ltd
- ExperienceLab
- Foolproof
- GfK
- Nationwide
- Phu Ly
- SapientNitro
- Swiftkey
- WeAreFutureHeads
- Zebra People
- IC Group
- Just Giving
- Nationwide
- Ostmodern

Professional and personal education and development

- Reed Online
- RY
- SapientNitro
- Telegraph
- Thomson Reuters
- Three
- WeAreFutureHeads
- WhatUsersDo
- Zebra People



Testimonials

“The CV and Portfolio Clinic gave lots of good insight and guidance related to my CV and Portfolio. Also the food was great.”

“It wasn’t over structured, relaxed and a good mix of agency and in-house roles.”



Professional and personal education and development

Mentoring Scheme Update

Our mentoring programme is a unique opportunity for professionals to be matched with an experienced colleague to gain one-to-one careers advice, support and guidance into their profession.

The programme has grown again from last year - we now have a total of 32 mentors, who have helped out over 60 mentees in the past two years alone. We get new mentee requests every week and are always looking for additional mentors to support the programme. If you are interested in giving back to the community by becoming a UXPA Mentor, please visit our mentoring page on the UXPA website to find out more.

UXPA UK's Mentoring programme is really making a difference to our members, don't just take our word for it - see what some mentees and mentors had to say:

"I wanted a mentor to get career advice and the scheme has given me confidence that the HCS course that I am studying is relevant and how to utilise this knowledge in interviews/in the workplace."

- William Deng - mentee

"I met up with my mentor in February 2015 and we have communicated by telephone approximately every two weeks since then. He is a great support and it has been a positive mentoring experience. When I have an interview to attend he helps by asking me questions and provides feedback to my answers. If the interview involves doing a task, he will give me suggestions to help me think through the approach, prepare and build confidence."

"I am thankful that the UXPA UK mentoring programme is there to help people like me, as often applying for jobs can be a daunting process. Hopefully the next interview I attend will land me a new job!"

- Lesley Cary - Mentee

"I have had a very positive experience with my mentor so far. I am in the process of retraining for a career

Professional and personal education and development

change to UX, and my mentor helped me to understand more about the day to day experiences of the various factions of a career in UX, and how the industry is structured overall.

I have decided to proceed further by enrolling in a Master's degree at the University of Brighton and will no doubt be hoping to utilise the UX mentoring scheme once again, in order to gain further ideas on how to proceed during and after my studies."

- Gia Sadhwani - Mentee

"I'm always looking for ways to create connections between my content and UX backgrounds. Following a stint on the UXPA UK committee, joining the mentoring programme seemed like the perfect next step. Granted, UX people with a passion for content aren't as numerous as I'd like, but it's been great to be a mentor to the ones who have found me. Plus, it's definitely been a two-way street, with content-minded mentees giving me new perspectives on my own career and goals!"

- Lisa Moore - Mentor

"I work for a firm that places a great value in professional networking. I find

mentoring a natural extension of this and have personally benefited a lot from my mentors over the years. Being a mentor is a great opportunity to provide a sounding board to others and learn a bit about their context, challenges and aspirations.

Mentoring meetings are a useful time for me to practice listening skills too. I try to provide some examples from my experience of what I've learned works but also like to sign post people to good books which I think suit their development need. What I find in practice is that mentoring is something of a 2 way street with learning opportunities and reflection opportunities for both mentor and mentee."

- Carl Myhill - Mentor

Jobs Board

The jobs board continues to be a useful resource for the community. Over the past 12 months, nearly 150* UX jobs have been advertised on the free jobs board. We also opened a new Twitter account, @uxpauk_jobs, from which we tweet about jobs advertised in our jobs board.

*October 2014 to September 2015



Treasurer's report

summary

YUXPA UK incorporated as a Community Interest Company formally, known as UXPA UK C.I.C., on 13th January 2014. This means that we publish and submit our accounts to the HMRC and Companies House.

In year 2014-15, we continued to maintain a healthy financial status. While ensuring that we have sufficient capital to fund our events, we have also supported events organised by other UX organisations/groups in the UK.

Profit and Loss Account for the Year Ended 31 January 2015

Income (and capital brought forward)	£250
Administrative expenses	(£6,617)
Operating loss	(£6,637)
Loss on ordinary activities before taxation	(£6,637)
Loss for the financial year	(£6,637)

Balance Sheet at 31 January 2015

Current assets

Cash at bank and in hand	£8,533
Creditors: Amounts falling due within one year	(£900)

Net Assets

£7,633

Capital and reserves	
Called up share capital	£5,000
Share premium account	£9,000
Profit and loss account	(£6,367)

Shareholders' funds

£7,633



Acknowledgements

thank you

Thanks to everyone who supported us this year. We couldn't support the UX community across the UK without the generous help and support of all of our members, sponsors and volunteers.

We wish you all the best for a successful 2016.

The committee

Paul Coombs	President
Aline Baeck	Vice President
Monica Ferraro	Secretary
Caleb Tang	Treasurer
Kristine Pitts	Events Manager
Jack Holmes	Professional Development
Heidi Smith	UK Liaison
Chris Bailey	Industry Liaison
Caroline Owen	Communications
Stavros Garzonis	Immediate Past President

Project Leaders

Simon Whatley	Website Manager
Elizabeth Inskip	Social Media Manager
Andrea Soverini	Workshops Manager