

# 2013-2014

## Annual Report

User Experience Professionals' Association UK



Welcome to the UXPA UK Annual Report for 2014.

This report has been put together to provide members with information about what the UK Chapter of the UXPA has been up to this year and let them 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](mailto:secretary@uxpa-uk.org).



# A Message From The President



As we look back on 2014, it's fair to say we've delivered some of our biggest successes in recent years. Perhaps our highest contribution to our community to date came through our close involvement with the UXPA 2014 international conference. We had around 500 delegates come to London from about 40 countries, who generated a positive buzz - at least 6,500 tweets over 4 days! This brought professional development and networking opportunities to a new level for our members and the wider UX community in the UK.

We've also been honoured with a steady upward trajectory of attendance at our monthly events (about 1,500 since November) and an encouraging uptake in our new Workshop series (about 100 in 2014). Our mailing list and Twitter base has also been growing steadily (over 1,900 and 3,900 respectively),

so thank you for your continued support and encouragement!

Finally, we have been making changes to our organisational nature to reflect our increasing responsibilities and maturity. We are now a Common Interest Corporation, which means our proceedings and finances are checked and regulated to ensure they serve our mission in supporting the community. We have also achieved some financial independence from the international organisation, which means that members' contributions can directly fund our national programs, such as mentoring.

As always, all challenges and successes are shared amongst a dedicated team of volunteers, which I cannot thank enough. Hopefully, we'll see more of you joining our efforts to serve the community and promote our profession.

**Stavros Garzonis,**  
President UXPA UK

A handwritten signature in black ink, appearing to read 'Stavros Garzonis', written in a cursive style.

# Looking ahead to 2015

## be part of it

Our focus on professional development remains our number one priority for 2015, and we are taking action to both widen and deepen our reach. We will continue to deliver hands-on workshops and are exploring further opportunities for offering more in-depth learning. We are also reaching out to universities, inviting students to present their work in poster format at our events. We also recognised that the growth of the mentoring program deserves a dedicated team, in order to reach more mentees and expand beyond London.

In fact, we are restructuring our committee in order to allow more practitioners to contribute to our efforts in serving our community. 'Project Leads' can help us achieve our mission by engaging and delivering projects they feel passionately about, without the need to be attached to the 2-year long responsibilities of committee members.

Finally, in our continued efforts to also serve more experienced practitioners and managers, we will be inviting distinguished members of

our community to curate some of our events. We hope this will pave the way for even more exceptional speakers to share their knowledge.

As we constantly evolve to serve the UK community as best as we can, UXPA UK is as open and inviting as ever. With even more ways to get involved, we hope to see more of you in 2015.

### 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.



# Our membership model has changed

In 2014, UXPA UK membership and engagement have grown again.

We now have more than 300 UK members, 1,800 people registered on our email notification list, more than 3,900 followers on Twitter @uxpauk and have had up to 150 attendees at each of our monthly events.

Membership is managed by UXPA International. In November 2013, the membership model was changed. There are now 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](mailto:secretary@uxpa-uk.org).

# More ways to get involved!

The committee of UXPA UK recently decided to reduce the number of committee roles from 16 to 10, and introduce new roles that we call Project Leads or Managers. This was done in order to streamline the committee procedures and at the same time allow more people to get involved with shaping our offering to the community. Finally, 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.

The Executive committee roles are: President, Vice President, Secretary and Treasurer.

The Management committee roles are: Professional Development, Industry Liaison, Communications Officer, UK Liaison, Events Manager and Immediate Past President.

## 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 currently have positions or are looking to fill the following roles: Mentoring, Student Liaison, Accessibility, Design, Social Media, Workshops, and Technical.

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.

## Event Guest Curators

In 2015 we also plan to invite non-committee members curate one-off events. Putting an event together can be a stressful experience, including choosing the theme and the right speakers. We would like to lean on the experience and connections of our most established colleagues and ask them to look after an event, from inviting speakers and/or reviewing speaker submissions, to introducing the theme on the evening.



# UXPA UK events

## Sept 2013 - Oct 2014

The last 12 months were very successful with lots of popular events covering accessibility, content strategy, psychology of UX, creativity in design and more.

	Event Title	Sponsor
2013	Sep User Centred Design and Agile	Nature Publishing Group
	Oct UX by the numbers: the power of quantitative data	eBay
	Getting people to do stuff: a workshop with Dr Susan Weinschenk	
	Nov <b>World Usability Day:</b> Healthcare - collaboration for better systems	Thomson Reuters
	Dec Christmas Drinks	-
2014	Jan The Psychology of UX	Goldman Sachs
	Feb Getting Engaged: Context, Content and Community	Futureheads
	Mar Optimising the User Experience	Futureheads
	Apr Creativity in Design	DigitasLBI
	Spring Workshop Extravaganza	Futureheads
	May Global Accessibility Awareness Day	Futureheads
	Jun Careers Event 2014	Thomson Reuters
	Summer Workshop Extravaganza	
	Jul The UX Certification Debate	
	Aug Annual Summer Pub Quiz	Futureheads
	Sep You Wear It Well: UX and Wearable Technology	DigitasLBI
	Oct Lean UX	Futureheads

World Usability Day 2013 was all about Healthcare and collaborating to build better systems. We had various interesting presentations covering

emotion in design, the role of data in healthcare and the insights that can be gained through data.



# Events report

## knowledge share and networking

On May 15, 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 included speed dating, a Q&A panel, a Careers fair and UX Booths. We also held two popular social events: in December, we had Christmas drinks and in August, we had our annual pub quiz!

In addition to our monthly events, we organised three successful workshops: one with Dr Susan Weinschenk, 'Getting people to do stuff', and a Spring and a Summer workshop extravaganza.

Remember, follow us on Pinterest <http://www.pinterest.com/uxpauk/> where we publish photos, videos, sketches and slides for all our events.



### 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](mailto:events@uxpa-uk.org)

### Next Year's Events

Our aim in 2015 is to run more successful events and more hands on workshops. Follow us on Twitter [[@uxpauk](#)] for the latest announcements about events and ticket sales.

# Events report

## knowledge share and networking

### UK Liason

In 2014, we improved our communication with local communities with a spring newsletter directed to the regional UX leads; investigated the feasibility of setting up a new chapter in the Hampshire area and sponsored regional events to promote the benefit of UXPA membership. We hope to be able to organise more UX events outside London in the next year and continue collaborating with local UX communities.

### Student Liaison

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, we maintained our policy of holding a monthly accessibility event to celebrate Global Accessibility Awareness Day (GAAD) which this year was on May 15th. The event was attended by more than 100 people, with the drop-off rate significantly reduced from previous years. The event featured three talks:

- A Practical Guide to Accessible User Experience (AUX) - Léonie Watson, Senior Accessibility Engineer – The Paciello Group.
- Have I Got Accessibility for You: Multi Platform Standards and UX Ian Pouncey – Senior Accessibility Specialist – BBC Future Media.
- The Future of Inclusive User Experience - Meera Pankhania - Head of Accessibility and Usability – AbilityNet.

# Events report

## knowledge share and networking

We concluded with a panel discussion including three users with different accessibility requirements. Feedback on the event was extremely positive with Leonie's talk and the panel discussion drawing particular praise. We employed a stenographer to provide live STTR captioning for the benefit of those with hearing impairments. We uploaded the text transcript of the event on our website and this is a service we will provide for all future accessibility events.

As a result of his contribution to the conference over the past five years, in April, Accessibility Officer Chris was invited to join the organising committee of the annual Web for All Conference (W4A) from 2015 onwards. W4A is one of the largest accessibility events in the calendar and attended by a number of internationally recognised delegates including academics, policy makers and representatives from large corporations such as IBM and the W3C. Chris will act as Student Award Chair for the 2015 Conference.

2014 saw the International UXPA Conference come to the UK for the first time. UXPA UK Committee members Chris Bailey and Caleb Tang, along with a colleague from AbilityNet Raphael Clegg-Vinell, were successful in having their tutorial "Inclusive Design as a Strategy to Deliver an Effective Mobile User Experience" accepted as an evening tutorial. UXPA UK Committee members Chris Bailey and Jack Holmes also participated in the half-day workshop "Developing a Manifesto for Accessible UX" delivered by representatives from The Paciello Group. UXPA UK contributions to this project remain ongoing. We also attended an unofficial UXPA 2014 Accessibility and Inclusion meet-up hosted by Alastair Somerville of Acuity Design.

As we approach the launch of the new UXPA UK website, we have ensured that accessibility has remained an important consideration at all design and development stages. We will continue to work towards WCAG 2.0 Level AA Conformance as the site is launched.

# Professional and personal education and development

## Careers Event



In June 2014, we held our annual careers event. Again it was kindly hosted and supported by Thomson Reuters.

This year, it was bigger than ever with over 24 companies hiring or offering training courses to the UX community. In addition, there was a Q&A panel session and CV & Portfolio booths.

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

- Amberlight
- BAESystems
- Brilliant Basics
- City University

- cxpartners
- Fluent Studios
- Foolproof
- Huge
- Hyper Island
- IC Group
- Just Giving
- Nationwide
- Ostmodern
- Reed Online
- RY
- SapientNitro
- Telegraph
- Thomson Reuters
- Three
- WeAreFutureHeads
- WhatUsersDo
- Zebra People

# Professional and personal education and development

Thanks for their help to:

*Alex Stone*

*Anna Dahlstrom*

*Aoife n'Morhain*

*Be Kaler*

*Gil Kahana*

*Julian Hirst*

*Kim Goddard*

*Mike Adams*



## Testimonials

*"The opportunity of the speed dating was excellent. Good to get some intensive practice a interview questions and what employers are looking for..."*

*"I liked how the networking aspect had more focus in that employers knew that graduates were looking for a job and vice versa. It was useful to have the dedicated rooms. Speed dating was good for an introduction and the opportunity after to talk more was even more helpful. "*

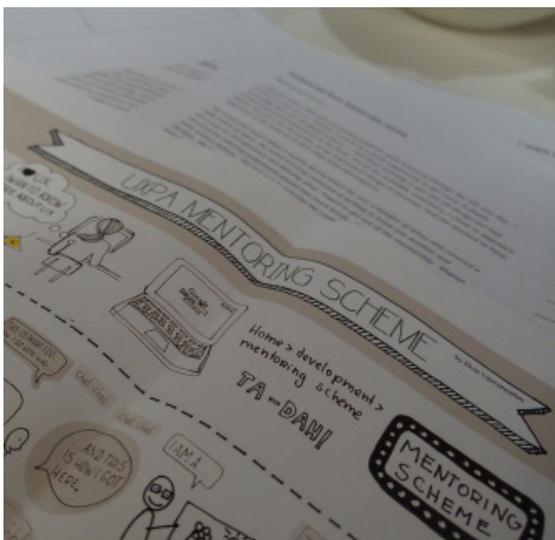


# Professional and personal education and development

## Mentoring Scheme Update

Our mentoring programme has grown considerably from last year - we now have a total of 30 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's Mentoring programme is really making a difference to our members, don't just take our word for it - see what some mentees had to say:



*“User Experience is a vast and interesting field that fascinates me. I love what I do. However, there is simply too much information and buzz out there, and too little constructive feedback of your work. I was pleased to meet Raj the academic representative at a UXPA event in February. This was how I joined the mentor-mentee scheme.*

*I am very fortunate to have Tim Caynes as my mentor. He knows the field inside out and is a very generous and intelligent designer. Sharing his insightful thoughts with me opened my eyes to other ways of thinking and creating better experiences for both (business) clients and end users. I meet Tim quarterly and collect questions to ask him in advance of these meetings. I also write down all of the difficulties that I encounter in my job so that I do not lose track of my questions in the excitement of our meetings. Sometimes they are more like bouncing ideas between two people, and reaching solutions that suits both of us. Tim is on Twitter and available via email as well.*

*As well as enhancing my innovative thinking and soft skills, I have found*

# Professional and personal education and development

*having a mentor is helpful in career progression. It is encouraging to have someone with experience in your field confirm if you are doing the right thing and heading in the right direction. It is invaluable to know a successful UX designer, and to learn from his/her experience. The mentee experience has made me want to contribute my skills as a Mentor, once I have achieved a certain level in my career.”*

**- Jill Lin**

*“I signed up for the mentoring scheme early July 2012. Raj welcomed me and made the connection with Tim Caynes very quickly. After a few weeks I met up with Tim and we had a great relaxed chat. It was a great opportunity to pick his brains about the UX Industry and to ask the questions that I always wanted to ask to someone as experienced as Tim. I had an interview arranged for that afternoon so it was also an excellent opportunity to prepare for it – his advice was invaluable and I got the job!*

*Afterwards we’ve exchanged regular emails and we’re planning to meet in a couple of weeks. Tim introduced me to [lanyard.com](#) which has been great for*

*making the most out of the events that happen around the area – there are so many! Occasionally I run into Tim in some of these events.*

*After attending quite a few of the UXPA events I decided that it was time to give something back, so I met with Raj and he mentioned that they were after someone to sketchnote their events, so I am now an official UXPA sketchnoter!*

*The UXPA mentoring scheme has had an amazing impact in my life – thank you for that.”*

**- Elvia Vasconcelos**

## Jobs Board

The jobs board continues to be a useful resource for the community. Over the past 12 months, nearly 500\* UX jobs have been advertised on the free jobs board, and approximately 75\* new companies have taken advantage of the service.

\*October 2013 to September 2014

# Financial report

## summary

Year 2013-14 has been a healthy financial year for UXPA UK. We are £7,671.41 in excess, and the funds will allow us to further support our aims.

The association continues to aim to be self-sufficient.

Item	Income	Expense
Global UXPA funding	£1,957.96	
Corporate sponsorship	£8,300.00	
Events	£9,199.48	£6,169.20
Committee meetings		£767.14
Website, equipment & other expenses	£659.97	£5,509.43
<b>Total</b>	<b>£20,117.41</b>	<b>£12,445.77</b>

The account is reported as at 31st March 2014.

On 13th January 2014, UKPA UK is incorporated as a Community Interest Company formally known as UXPA UK C.I.C.. This means our next financial year will end at 12th January 2015.

Caleb Tang  
Treasurer



# 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 2015.

## The committee

Stavros Garzonis	President
Dave Grayson	Vice President
Monica Ferraro	Secretary
Caleb Tang	Treasurer
Kristine Pitts	Events Manager
Martina Schell	Workshop Manager
Rajiv Arjan	Professional Development
Heidi Smith	UK Liaison
Paul Coombs	Industry Liaison
Aline Baeck	Design
Chris Bailey	Accessibility
Jack Holmes	Student Liaison
Lisa Moore	Content Strategy
Swetha Sethumadhavan	Communications
Simon Whatley	Website Manager
Chandra Harrison	Immediate Past President