

2015-2016

Annual Report

User Experience Professionals' Association UK



Welcome to the UXPA UK Annual Report for 2016.

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.



A Message From The President



The UXPA has had another great year, with high quality events, support from more businesses than ever before from MOO, News UK, Thoughtworks, Facebook, City University and many more.

As an organisation we are aware that we have been London centric and continually work hard to address this, this year we have done more than ever to support and develop communities outside of London, providing speakers and funds to ensure UX thrives across the UK. We hope to continue to do more in this area.

Mentoring continues to be a great service, for mentees and mentors as this year we offered coaching in how to be an effective mentor. Lastly the UXPA thrives on the efforts of its volunteers, a big thank-you to all of you who have contributed time to our community.

Paul Campbell,
President UXPA UK

A handwritten signature of Paul Campbell in blue ink, written in a cursive style.

Looking ahead to 2017

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 2016, UXPA UK membership and engagement have grown again. We now have more than 340 UK members, 2196 people registered for our monthly Newsletter, more than 5986 followers of @uxpauk and 197 followers of @uxpauk_jobs on Twitter. We also have had up to 130+ 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>. 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. Beyond being elected to the committee, individuals can get involved by taking on a project lead role, volunteering at events or guest curating for events.

Committee Roles

Committee members are elected for 2-year terms and are expected to attend monthly committee meetings, 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 “products” 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.

Apart from advertised roles, we also welcome suggestions on new roles if they can help us better support the UX community.

Volunteers

We hold 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 2015 - Oct 2016

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
2015	Sep Everything You Always Wanted to kKow About Design...	Ticketmaster
	Oct The Role of UX in Advertising	Futureheads
	Nov UXPA UK World Usability Day - A Glimpse of the Future: Innovative through Technology	Futureheads
	Dec UXPA UK, IxDA London, and Friends Christmas Drinks	Futureheads Fluent Inteaction & Futureheads
2016	Jan UX and Innovation in Healthcare	Futureheads & GfK
	Feb And Now for Something Completely Difficult: UX Challenges	Futureheads & GfK
	Mar UX Trends - 2016 and beyond	Futureheads & GfK
	Apr Hot Off the Press: UX in Media Technology	Futureheads & GfK
	May UXPA UK Global Accessibility Awareness Day	DMG Media, Futureheads & GfK
	Jun UXPA UK Careers Event	
	Jul The Changing Nature of Automotive UX	Futureheads & GfK
	Aug UX Pub Quiz - Battle of the brains!	Futureheads
	Sep An Evening with Rolf Molich	MOO & Futureheads
	Oct The Future of UI	Futureheads & Facebook

Events report

knowledge share and networking

Last year was again a very successful year with lots of popular events covering Innovation, Healthcare and Automotive UX. We were also lucky enough to have the living legend, Rolf Molich spend an evening talking us through heuristic evaluation methods.

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

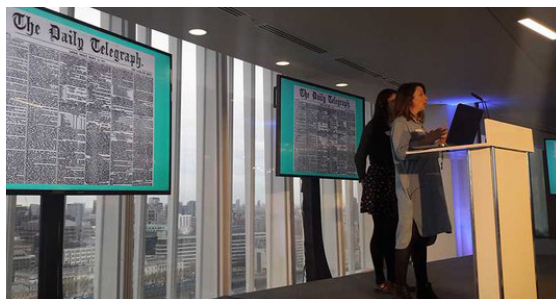
In June, we held our popular Careers Event, which was once again a great opportunity for employers and those looking for their next role to come together and network.

We always 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.

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

The UXPA UK supports the UX community across the UK by:

- Covering travel expenses for speakers for regional events.
- Promoting local and regional events through our newsletter and social media channels.
- Partnerships with local groups and conferences such as the Interact Conference, UX Brighton, UX Cardiff, The Research Thing and City University HCID Open Day.

In the next year we will seek out further engagement with UX groups outside of London to continue our mission to support the UX community and our industry across the UK. We also encourage local UX groups or individuals looking to organise community events to engage with us directly so we can achieve our goal of supporting initiatives across the country.

Accessibility

In 2016 UXPA UK continued to hold an event to mark Global Accessibility Awareness Day. On the May 19th, alongside over 40 worldwide events being held across the world, our speakers presented a range of conceptual and practical solutions to accessibility for a range of audiences.

- Chris Kaminski – Enabling Interfaces: Designing for Students with Cognitive Disabilities
- Katherine Payne – Wayfindr: A Collaborative Approach to Solving the Accessibility Challenge
- Dr. Gabriella Spinelli – Inclusive Design for the Ageing Population
- Gareth Ford Williams – Accessibility at the BBC

As we move into 2017, accessibility will continue be a core theme in our calendar of events.

Events report

knowledge share and networking

Education

UXPA is the main UX organisation in UK that has the legitimacy to 'formalise' anything in UX realm. The nature of UX Design work is hard to describe. With respect to Career Development our aim at UXPA is to work on helping our members and future UX Designers find a better and easier way through the complexity of finding UX work.

So, we approached this matter through UCD process and treated it as a project. We have done extensive research on the market. After talking to various stakeholders in the industry (recruitment agents, employers, students, junior, mid-level and senior designers as well as design coaches) we are now drawing a map of UX Career progression and will write a series of helpful article around how to get into UX Design as a career.

UX Certification

The International Usability and UX Qualification Board (UXQB) is a consortium of international experts in usability and user experience. UXQB currently develop, maintain and administer the world-wide Certified

Professional for Usability and User Experience (CPUX) program.

CPUX is developed and advanced with the active participation of practitioners from participating countries and is recognised by a number of national associations including UXPA UK, UX Schweiz, UX Pro Austria, UX Danmark and the German UPA.

UXPA UK will continue to contribute to the curriculum and support UK based recognised training providers in delivering the scheme to practitioners in promoting good practice.

Professional and personal education and development

Careers Event



UXPA Annual Career's event was a huge success, following the traditions of successful UX Career Events organised by UXPA in the past.

This year it was held in wonderful offices of Ticketmaster UK and attended by [Number of people]. [number of employers] showcased their companies and introduced their UX presence to keen UXPA members.

The event was also very popular in attendance for recruiter CV and career advice.

Sessions on how to find UX job held by instructor from General Assembly

were over attended by keen UX Design career starters who found the session eye opening

Mentoring Scheme Update

The UXPA UK Mentoring programme is for anyone who has an interest in usability, user experience, user centred design, human computer interaction design, accessibility or whatever the most recent buzz word is.

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

Professional and personal education and development

their profession.

The programme has advice, support and guidance into their profession.

The programme has grown again from last year. Five new mentors have joined the programme, and we have now 37 mentors, who have helped out over 80 mentees in the past two years alone. We get new mentee requests every week, and not just from the UK. Our mentees are based in the UK, USA, India, Australia and Spain too. We are always looking for additional mentors to support the programme. If you are interested in giving back to the community by becoming a UXPA UK Mentor, please visit our mentoring page on the UXPA website to find out more.

The UXPA UK 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:

"My experience was fantastic. Jonathan's help has been a great help for my career. He was very kind and helpful, gave me lots of advice and checked my CV and portfolio. I

can't recommend enough the UXPA mentoring programme. Thanks for everything."

Tony - Mentee

"Overall, I greatly appreciated this program and my mentor. She helped me revise my CVs and prepare for UX interviews. Additionally, she has also helped indicate which topics from my MSc course that are relevant for industry work. I would highly recommend this programme for those who are looking for a job or wanted to get more information about UX."

Kevin - Mentee

"The mentoring programme of UXPA UK helped me a lot. As a fresh graduate, I felt confused at the beginning of job hunting. But my mentor gave me lots of useful advices on CV and cover letter preparation. In this process, I start to know more about myself, build the self-confidence and make a plan for my career. I love this big UXPA family, even though we don't know each other before, but we would like to help each other to make a better career life. "

Xuemei - Mentee

Professional and personal education and development

Jobs Board

The jobs board continues to be a useful resource for the community. Over the past 12 months, 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 2015 to September 2016



Financial report

summary

I would like to present the UXPA UK accounts for the financial year ending 31st January 2016. The accounts, audited by AIMS Accountants for Business are summarised below.

I am pleased to report that, through careful control of costs, we have ended the year with a positive balance.

Our income for the year £19,099, which came from ticket sales, event sponsorship and UK Chapter dues from the UXPA International.

Our expenditure for the year was £14,067. The majority of this expenditure was for events catering, speakers expenses (including support for UX events outside London), and administrative costs.

The surplus achieved in this financial year will enable UXPA UK to upgrade the quality of events for coming years and to continue support UX groups outside of London.

In summary, I'm pleased to report a successful year with the financial position of the organisation being

stronger as we leave the year than we entered it.

Financial report

summary

Profit and Loss Account for the Year Ended 31st January 2016

Turnover	£19,099
Administrative expenses	(£14,067)
Finance charges	(£250)
Profit on ordinary activities before taxation	£4,802

Balance Sheet at 31st January 2016

Current assets

Cash at bank and in hand	£13,355
Creditors: Amounts falling due within one year	(£900)

Net Assets **£12,435**

Capital and reserves

Called up share capital	£5,000
Share premium account	£9,000
Profit and loss account	(£1,565)

Shareholders' funds **£12,435**

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 2017.

The Committee

Paul Coombs	President
Aline Baeck	Vice President
Kristine Pitts	Secretary
Caleb Tang	Treasurer
Caroline Owen	Events Manager
Alex Vitty	Event Support Manager
Jason Grant	Professional Development
David Dominguez	UK Liaison
Chris Bailey	Industry Liaison
Anja Sisarica	Communications
Stavros Garzonis	Immediate Past President

Project Leads

Andrea Soverini	Website Manager
Rik Williams	Social Media Manager
Jack Holmes	Jobs Board
Monica Ferraro	Mentoring Programme