

# 2017-2018

## Annual Report

User Experience Professionals' Association UK



Welcome to the UXPA UK Annual Report for 2018.

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



I would like to start by thanking the wider Committee and our volunteers for their effort and dedication throughout the year. UXPA UK thrives on the efforts of volunteers and continued engagement from our members and event attendees. A big thank-you to all of you who have contributed time and effort to maintaining our community. We recognise that the UX industry continues to expand in the UK and in the face of increased competition we are determined to maintain our position as a leading organisation in the community.

UXPA UK has had another successful year. We continue to deliver high quality, well attended events that featured a diverse range of speakers. We have listened to your feedback and varied the format to better support networking and discussion among

attendees. We have had support from many organisations through hosting and sponsorship which we are very grateful for. Thanks to the dedication of our Events Team, we were able to hold workshop events in April and August. These offered attendees the opportunity to develop practical skills in areas of UX and met our organisational objective of supporting personal and professional development.

Our mentoring scheme continues to be a great success, both mentees and mentors benefit from the scheme and we are now actively looking to dedicate more resources to the scheme by expanding the mentoring team at Committee level and partnering with external parties.

We have worked to support and develop communities outside of London providing funds for events to ensure UX thrives across the UK. We are confident we will be able to deliver activities across the UK under the umbrella of UXPA UK across the UK in 2019 and beyond.

A handwritten signature in blue ink, appearing to read 'C Bailey', written over a light blue grid background.

**Chris Bailey,**  
President UXPA UK



# Looking ahead to 2019

## 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 2018, UXPA UK membership and engagement have grown again.

We now have more than **508** UK members, **2143** people registered for our monthly Newsletter (600 removed due to GDPR), and more than **700** new followers out of **7273** total followers on Twitter. We also have had up to **103+** attendees at each of our monthly events, **71** for our workshops, and our new Podcast offering of events we had **500** subscribers.

Membership is managed by UXPA UK and modelled off of 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 part of the "UXPA UK Chapter".

### Member Benefits

The UXPA UK strives to offer value to our members. Choosing to join the "UXPA UK Chapter" 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](mailto: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

## October 2017 - September 2018

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	Host
2017	Oct Healthcare	Futureheads	Unruly Media
	Nov <b>UXPA UK World Usability Day -</b> Inclusion through User Experience	Futureheads	Immediate Media
	Dec UXPA UK, IxDA London, and Friends Christmas Drinks	Futureheads & Fluent Inteaction	The Angel
2018	Jan Taboo UX	Futureheads	Moo
	Feb Voice UX	Futureheads & Trainline	Trainline
	Mar Lightning Talks	Futureheads	General Assembly
	Apr Dark UX	Futureheads & Foolproof	Foolproof
	Spring Workshop Extravaganza		ExperienceLab
	May <b>UXPA UK Global Accessibility</b> <b>Awareness Day</b>	Futureheads & Barclays	Barclays
	Jun Design for meaning, Design for Doing	Futureheads	City University
	Jul Research Challenges	Futureheads	Unruly Media
	Aug Summer Pub Quiz	Futureheads & Fluent Interaction	The Castle
	Summer Workshop Extravaganza		ExperienceLab
	Sep An Evening with Rolf Molich	Futureheads	Vodafone



# Events report

## knowledge share and networking

Last year was an interesting year with lots of popular events looking at voice, dark patterns, and taboo UX.

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

We ran two workshop extravaganzas, with three simultaneous workshops at each to give attendees a chance to get hands-on in smaller groups.

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



# Events report

## knowledge share and networking

### Accessibility

In 2018 UXPA UK continued the tradition of holding an event to mark Global Accessibility Awareness Day. On May 17th, alongside over 60 events being held across the world, our speakers presented a range of conceptual and practical solutions to accessibility:

- Alladin Elteira, AbilityNet - WCAG 2.1 (The Upcoming Updates on Web Accessibility Guidelines)
- David Caldwell, Barclays - Supporting vulnerable customers using data
- Katy Arnold and James Buller, Home Office - Building Public Services for All

As the year concluded, the subject of accessibility and inclusion was discussed during the panel discussion at our event to celebrate World Usability Day 2018 with the topic of “UX for Good or Evil”.

We will continue to incorporate accessibility-focussed talks in our schedule for 2019.

### 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 UXPA.

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.

# UX Community across the UK

## 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 Research Thing and City University HCID Open Day.

This year there have been a few exciting developments.

- We reached out to organisations that we have partnered with to understand how we might be able to help them.
- We agreed a budget covering speaker costs for events outside of London where we are not directly involved.
- We gathered a list of UX communities and events around the UK, providing us with a better sense of thriving UX communities.

## Academic Liason

The UXPA UK aims to support the UX student community across the UK by:

- Providing opportunities for students to network at our events.
- Accessing a peer support network where students can get study help from other students.
- Recommending resources on our website to help them develop skills and build careers.

This is the first year that the Academic Liaison role has existed.

- We surveyed UX academic and industrial courses and extended our membership network through active engagement with learners.
- We built relationships with three major London Universities who will participate in a pilot for students to perform peer studies, aimed at learning more about needs.

We are seeking further engagement with UX groups and academic students in and outside of London. If you would like to be involved, please email: [secretary@uxpa-uk.org](mailto:secretary@uxpa-uk.org).

# Professional and personal education and development

## Careers Event



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

This year it was held at IBM's stunning client centre in their Southbank office and attended by over 170 people. 12 companies exhibited and introduced their UX presence to keen UXPA members.

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

Talks and panel discussion on "How to Mentor" and "The 3 Stages of

Leadership" were well attended by both attendees and exhibitors, who found them very interesting and engaging.

## Mentoring Scheme Update

The UXPA UK Mentoring programme is offered to our UXPA UK members, and was created to help UX Designers in the UK develop skills, network, get advice on career development and connect with the community.

The programme has grown again from last year. 9 new mentors have joined the programme, and we have now 56 mentors, who have helped out over 80

# Professional and personal education and development

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 <http://uxpa-uk.org/development/become-a-mentor/> 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

## Evolving UX Development

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 was to work on helping our members and future UX Designers find a better and easier way through the complexity of finding UX work.

To this end we added the focus of 'development' to the annual careers event. Looking to support not only those who are looking to enter the UX field, but also those who are looking

to become mentors or move into management.

For the first time we also ran a dedicated 'lightning talk' event, with the focus on giving first time speakers an opportunity to present in a safe environment. In our October 2018 on UX in Retail, we also supplemented two experienced speakers, with a lightning slot. This proved incredibly successful and is something we will continue to do in 2019.





# Financial report

## summary

I would like to present the UXPA UK accounts for the financial year ending 31st January 2018. The accounts, audited by AIMS Accountants for Business are summarised below.

I am pleased to report that UXPA UK accounts for the financial year remains in a healthy position despite recording a loss of **£5,728** due to increased cost of events venue and catering. I would like to take this opportunity to thank, all our event sponsors and the ever thriving UX community who attended our events.

Our income for the financial year was **£11,625**, which came from ticket sales, event sponsorship and UK Chapter dues from the UXPA International.

Our expenditure for the financial year went up to **£17,353**. The majority of the expenditure was for events catering, speakers expenses (including support for UX events outside London), and administrative costs.

# Financial report

## summary

### Profit and Loss Account for the Year Ended 31st January 2018

Turnover	£11,625
Administrative expenses	(£17,353)
Profit on ordinary activities before taxation	(£5,728)

### Balance Sheet at 31st January 2016

#### Current assets

Cash at bank and in hand	£11,385
Creditors: Amounts falling due within one year	(£900)

**Net Assets** **£10,485**

#### Capital and reserves

Called up share capital	£5,000
Share premium account	£9,000
Profit and loss account	(£3,515)

**Shareholders' funds** **£10,485**

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

Chris Bailey	President
Kristine Pitts	Vice President
Tim Daines	Secretary
Caleb Tang	Treasurer
Caroline Owen	Events Manager
Lina Kandinova	Events Support
James Eyke	Professional Development
Anthony Hbday	UK Liaison
Megan Kurtenbach	Industry Liaison
Adam Banks	Communications
Paul Coombs	Immediate Past President

## Project Leads

Andrea Soverini	Website Manager
Rik Williams	Social Media Manager
James Eyke	Jobs Board
Fiona Warner	Mentoring Programme