2012-2013

Annual Report

User Experience Professionals' Association UK

Welcome to the UXPA UK Annual Report for 2013.

This report has been put together to give members an overview of what the UK Chapter of the UXPA has been up to this year.

As always, if you have any ideas of how to improve the association, or would like to get more involved then please contact secretary@uxpa-uk.org

uxpa uk

Welcome message
what a great year - Thanks!

This past year has been as thrilling, fast-paced and successful as ever for the UX industry and UXPA, on a local and International level.

Professional development and networking opportunities remain the main focus of UXPA UK. In 2013, we attracted more attendees to our monthly events and workshops than ever before. Plus, our newsletter has grown to over 1,500 subscribers and we now have 2,600 Twitter followers. Our mentoring program is also proving hugely popular, and this year we hosted our most successful careers event to date. Also, in a collaboration with IxDA, BCS, BIMA, and IEHF, we have helped deliver the UCD 2-day conference for 2 consecutive years: 2012 and 2013.

In the last year, we have also made changes to help us deliver more to our members and the community.

We now have Content Strategy and Design positions represented on the committee, to bring us closer to adjacent professions. We now have a written constitution, which explicitly determines and describes our structure and processes. Plus, we've established a communication strategy that ensures we align our services and events with our members' needs.

All of this success would not have happened without the wonderful individuals on the committee, who regularly donate from their spare time, the volunteers who help out at each event, all of our speakers and facilitators, our lovely regular sponsors (SapientNitro and Thomson Reuters) and all the individual event sponsors, and the whole of the vibrant and engaging UX community for giving us your support and confidence.

Stavros Garzonis,
President UXPA UK

More to look forward to
Be part of it

UXPA UK, as the longest standing and most established not for profit organisation promoting the UX discipline, is always looking to create more ways to support practitioners across the UK.

We are acting on your feedback, and will aim to organise more hands-on workshops. We have, in fact, reshaped a role on the management committee so that they can focus on delivering useful and usable workshops throughout the year.

Our UK outreach program is receiving its long deserved reboot. We are actively reaching out to UX communities across the UK to make sure we publicise their events, and discuss potential opportunities on collaboration. We do need an enthusiastic individual to help us shape and deliver our UK outreach offering, so please make sure you consider standing for the role in the forthcoming elections!

UXPA International has also recently soft-launched a new website, and we are currently redesigning our UXPA UK site, so you will be able to find the information that matters to you quicker and easier.

Finally, the UXPA International conference is coming to London! (read more on page 12)

All this will be possible through your contribution and active participation. So, thank you all for making UXPA UK possible, and please join us in our efforts to promote the UX profession, support the professionals' development, and enable the community to (self-) reflect and progress.

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
is changing

In July UXPA International announced that the membership model will be changing. All details will be announced soon, but expect three levels of membership to the Global UXPA organisation: Global Sustaining Membership, Associate Membership and Student Membership. Most importantly, a part of your membership fees will go directly towards funding your local Chapter's activities.

Member benefits

The UXPA UK strives to offer value to our members. As well as free attendance to our events, we coordinate a number of benefits including:

Discounts on:
- UXPA and Partner Conferences and Events (including next year's UXPA annual conference in London)
- Equipment, software and online tools
- UX books from Rosenfeld Media
- Research facility rental
- UX training and professional development webinars
- Stationary.

Wider benefits:
- Membership Certificate and Card
- Subscription to UX Magazine
- Online access to new issues of Journal of Usability Studies (JUS)
- Access to Annual Salary Survey
- Access to UXPA Mentorship Program
- Listing in the Membership Directory.

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 contact our secretary Polly on **secretary@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 get in touch on **events@uxpa-uk.org**

UXPA UK events
2012 - 2013

Last year was again a very successful year with lots of popular events covering User Research, Inclusive Design, Interaction Design, Brand, Creativity, Content Strategy and many others.

		Event title	Sponsor
2012	**Sep**	Mobile Inclusive Design	
	Oct	UXPA in Birmingham	YourMumUX
	Oct	You can't touch this: NFC, Speech interaction etc.	
	Nov	**World Usability Day** – Usability of Financial Systems	Thomson Reuters
	Dec	Connected devices	-
2013	**Jan**	Making UX Happen: UXPA Workshop	Scott and May
	Feb	Brand and Experience	Futureheads
	Mar	Creativity	Aquent
	Apr	Delivering UX Innovation	Digital gurus
	May	Global Accessibility Awareness Day	Nomensa
	Jun	Careers Event 2013	Thomson Reuters
	Jul	Content strategy & UK: Let's tackle the content challenge together	ActiveStandards
	Aug	Annual Summer Pub Quiz	Futureheads
	Sep	User-centred design and agile	Nature publishing group
	Oct	UX by numbers the power of quantitative data	eBay

World Usability Day 2012 was all about Usability of Financial Systems. We had various interesting presentations exploring how user centered design is applied in the Financial Services industry.

On May 9, we helped celebrating Global Accessibility Awareness Day, raising the profile of digital accessibility and people with different disabilities.

Events report
knowledge share and networking

In June, we held our popular Careers Event, which included speed dating, Q&A panel, Careers fair and UX Booths.

We also had two popular social events: in December we had Christmas drinks and in August we had a glittery Pub Quiz and a sparkling night enjoyed by all!

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

Next Year events

Our aim is to run more successful events and more hands on workshops for the next year! Stay tuned and follow us on Twitter **@uxpauk** where we'll announce when the tickets are available.

UK Liaison

In October 2012, we organised a meet up in Birmingham with talks about running successful user workshops and Design Pairs in UX. We hope to be able to organise more UX events outside London in the next year, collaborating with local UX communities.

Accessibility

We have moved our Accessibility event from September to May in-line to celebrate the Global Accessibility Awareness Day (GAAD). The event has been made fully accessible as possible where we have met all special needs, and even broadcast the event live via Skype to those who were not able to attend due to their physical condition.

We always strive to ensure that Inclusive Design and Accessibility are at the heart of the UXPA UK community.

Professional and personal
education and development

Careers event

In June 2013 we ran the annual careers event at Thomson Reuters. As in previous years, the format was based on a 'speed dating,' theme in which applicants went through a series of quick fire interviews with agencies and companies looking to build their UX teams. The event was a great success and we know of **at least 10 people** who secured jobs on the back of the event!

We also ran "UX booths" designed to provide career development support (portfolio surgeries, mentoring, CV-checking), and a Q&A session with UX industry leaders.

Thanks to those involved, including:

- WeAreFutureHeads
- IC Creative
- Huge inc.
- Webcredible
- FoolProof
- Accenture
- Thomson Reuters
- Fluent Interaction
- Salt
- Amberlight
- Player Research
- LumiMobile
- Moo.com
- Zebra People
- Seren

Professional and personal
education and development

Testimonials from the careers event

"I found about the UXPA career event from a university tutor and am so glad that I attended it. It was a great opportunity to meet a wide variety of professionals and employers within the UX field. The event was very enjoyable with networking drinks at the beginning followed by a 'speed dating' interview session, this allowed me to speak to a wide variety of employers from a range of companies. All the people at the event were friendly and happy to find about myself, a recent product design graduate, and share their experiences and knowledge. After the event I was invited to a handful of interviews and fortunately I was offered a job working with Accenture Experience Consultancy."

- Daniel Bell

"As a recent graduate who had not yet secured a job I heard about the UXPA career event and signed up with no hesitation – it seemed like an ideal opportunity! Attendees included people from the UX field and representatives from a large number of leading UX companies. Everyone was given the chance to network and partake in a speed dating interview session. It was great and everyone was really friendly, helpful and interested in what I had to say. After the event I contacted some of the people I met and was absolutely thrilled to be asked to several interviews, I ended up being offered a job within Accenture's Experience Consultancy. I highly recommend attending, its great fun, you meet a lot of people and who knows what opportunities it could bring!"

- Sophie Yates

Professional and personal
education and development
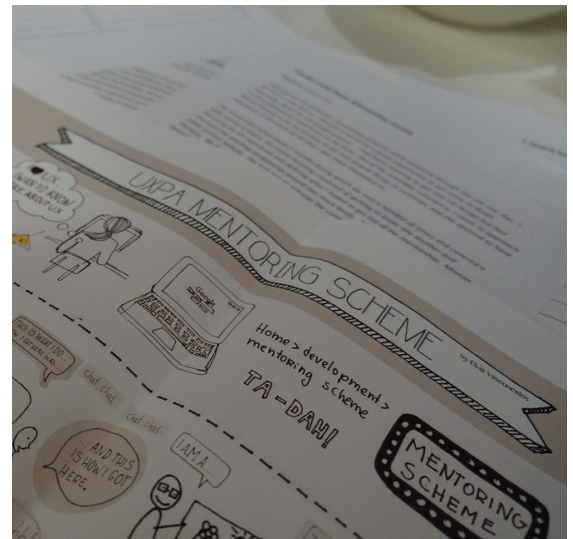
New mentoring scheme

Since kicking off at World Usability Day 2011, the mentoring programme has experienced a steady growth, with new mentor mentee connections every month. Our mentor count is currently **25** and they have been in contact with a total of **60 mentees**! The scheme is running so well, that it now forms the template of the world wide UXPA mentoring programme which was announced earlier this year. Nevertheless, we are gathering your feedback to improve it further.

Due to the popularity of the mentoring scheme, this is now a privilege for UXPA members-only so please do make the most of it, it is your entitlement!

We are always on the lookout for new mentors, so if you want to give back to the community and think that you may be able to help others who may need some guidance and support, please get in touch at **academic@uxpa-uk.org**.

Testimonials

Don't take our word for it, read some testimonials below:

"I discovered the UXPA UK's mentorship program while browsing through the site one day. I decided to take part as I thought it would be a great opportunity to get more in-depth knowledge about the UX design process – I had been wanting to get into UX design but had limited professional experience in the field. Out of the available volunteers, I chose to approach Marion Duncan to be my mentor, as we had several things in common, and she seemed to have experience in the areas of UX that I was most interested in. The mentorship lasted about 5 months during which we met a handful of times and covered a wide variety of topics. Our initial meeting consisted

Professional and personal
education and development

of getting to know one another and discussing my UX experience and defining what I hoped to get out of the mentorship. Marion structured the teaching assignments around two mock briefs. The first project had to do with a public services website. The task was to redesign the current site in light of the London Olympics. We touched on wireframing, personas, and user journeys. The second was based around an e-commerce concept that encompassed music retail. This project entailed more user research, data sourcing and comparative reviews of existing music e-commerce sites.

Through this program, I gained experience and insight into how the UX process works. Marion's briefs, along with her firm and honest critiques and suggestions helped me sharpen my skills and provided content for my portfolio that I otherwise wouldn't have had to show. Thanks to both Marion and the UXPA UK for the opportunity!"

- Alexandra Jones

"My friend and colleague told me to get involved in the UXPA mentoring scheme having had a really positive experience with her mentor.
I was unsure if she was just lucky with her mentor, but I have to say, it wasn't luck. My mentor Sally has been amazing. The advice she gives me (in her spare time, I might add), has been nothing short of excellent. I'm so impressed that she would take that time to help me. As I'm experimenting with processes, it's been really helpful to have her as a sounding board and to guide me in certain directions. It also gives me the confidence to dive into new experiences and get things done.
When I reach her level of experience I will pass on my knowledge in the same way."
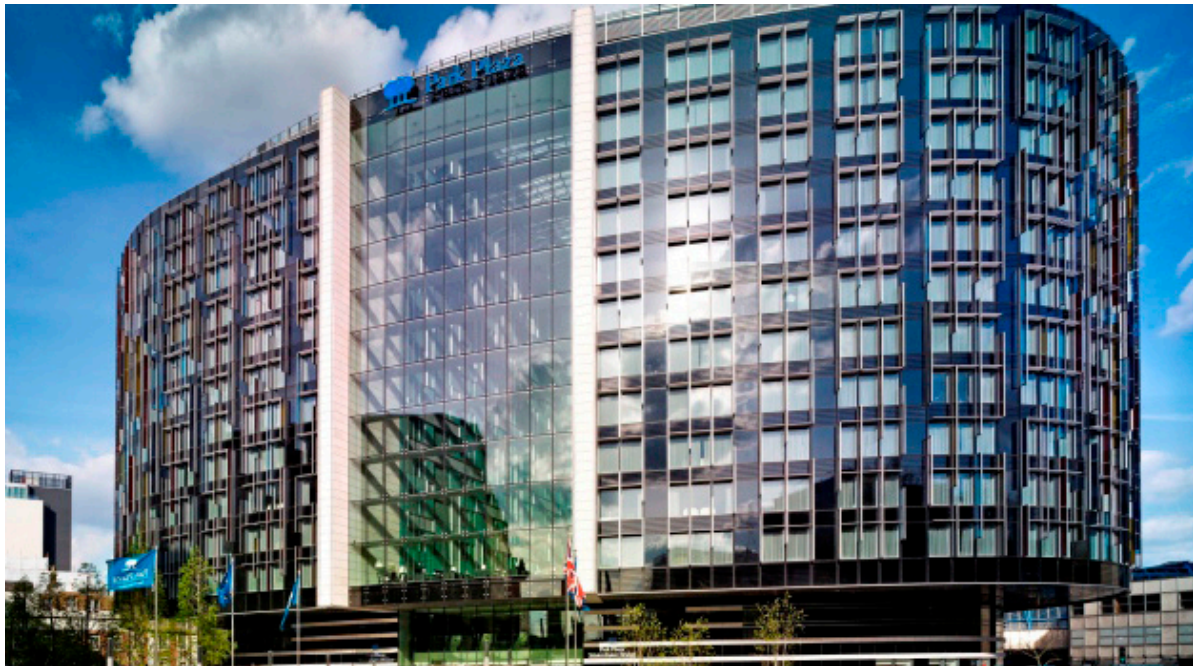
- Simon Jones

Jobs board

Since Jan 2013 to October, **over 50 new companies** have joined the jobs board helping it to continue to grow and provide a useful and free service to both employers and practitioners. It remains one of the few places on the jobs services that specialises only in UX roles.

UXPA 2014
July 21-24, London

We are excited to announce that we are collaborating with UXPA International on the annual conference, which for the first time in the (20+ year) history of the organisation will be held in London! This will be a unique opportunity for all UK practitioners to join the global UX community in a celebration of knowledge sharing and networking.

The conference will be held at Park Plaza on the buzzing side of Southbank, near Waterloo station. The program is being finalised, but tutorials will be on the 21st, with presentations, workshops, panel discussions, posters and ignite sessions on the following 3 days.

This year's conference theme is "Motivation". There are multiple ways to interpret the theme, from "how do you motivate your clients on UX" and "how do you encourage user behaviour", to "why are you practicing UX?". We are looking forward to see how you relate UX to motivation through your submission!
Keep an eye on **uxpa2014.org** for the program structure, calls for submissions and reviews and the early bird tickets. Be part of it!

Financial report
summary

These summarised financial statements show the income raised for our activities, the cost of raising the income and the amounts spent on our activities.

In 2013, we made a slight loss (less than £250). The association continues to aim to be self-sufficient.

Item	Income	Expense
Global UXPA funding	£511.12	
Corporate sponsorship	£3,850.00	
Events	£2,410.00	£5,038.46
Committee meetings		£295.36
Website, equipment & other expenses		£1,665.80
Total	**£6,771.12**	**£6,999.62**

Caleb Tang
Treasurer

Acknowledgements
thank you

Thanks to everyone who supported us this year. We can only support the UX community across the UK through the generous help and support of all of our members, sponsors and volunteers.

We wish you all the best for a successful 2014.

The committee

Stavros Garzonis	President
Dave Grayson	Vice President
Polly Shelton	Secretary
Caleb Tang	Treasurer, Accessibility
Monica Ferraro	Events
Martina Schell	International Liaison
Meirion Williams	UK Liaison
Rajiv Arjan	Academic Liaision
Paul Coombs	Professional Development
Aline Baeck	Design
Lisa Moore	Content Strategy
Swetha Sethumadhavan	Communications
Chandra Harrison	Immediate past president

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