UX DESIGN DAY
WELLINGTON 2013
SUMMARY

ux
DESIGN
DAY
WELLINGTON

10
OCTOBER
2013
SHED 6

UX DESIGN DAY
WELLINGTON 2013
SHED 6, 10 OCTOBER

On the 10th of October 2013, 355 of the brightest minds in New Zealand filled Shed 6 to hear a range of local speakers and Wesley Yun, Creative Director of Samsung USA, share their knowledge of User Experience (UX) Design.

Along with graphic, web, or software designers, the audience was made up of people representing private enterprises, start-ups, large multi-nationals and government departments, with the desire to expand their own business practices, to network and to gain inspiration.
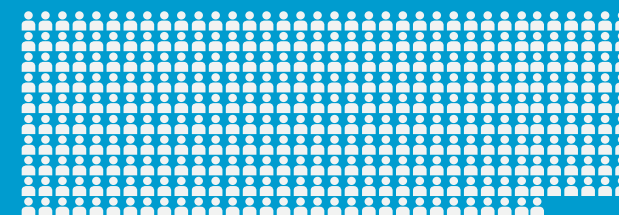
UX DESIGN DAY WELLINGTON 2013 AT A GLANCE

LOCATION

UX DESIGN DAY WAS THE FIRST CONFERENCE TO BE HELD IN **SHED 6**, WELLINGTON'S NEWEST VENUE

ATTENDEES

355

SOLD OUT

SPEAKERS

12

⚷ 4 KEYNOTES (30 MIN)
⚡ 8 LIGHTNING (15 MIN)

DISTANCE

THE GREATEST DISTANCE THAT ANY SPEAKER HAD TO TRAVEL FROM THEIR WORKPLACE TO THE CONFERENCE...

1KM

... EXCEPT **WESLEY YUN**, CREATIVE DIRECTOR OF SAMSUNG USA, WHO TRAVELLED
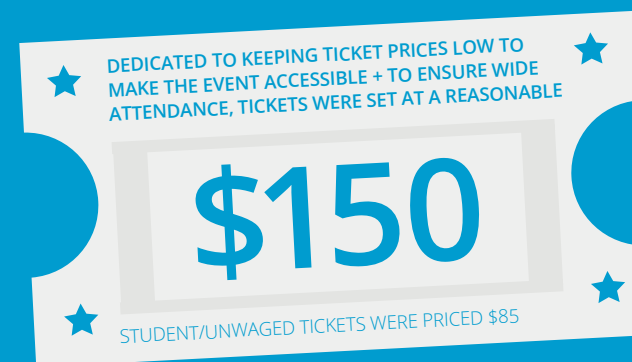
10,848.6KM

FROM SAN FRANCISCO

Nº

1

Nº1 TRENDING TOPIC ON TWITTER IN NEW ZEALAND ON 10 OCT 2013

DATE   THUR **10** OCT 2013

TICKET PRICE

DEDICATED TO KEEPING TICKET PRICES LOW TO MAKE THE EVENT ACCESSIBLE + TO ENSURE WIDE ATTENDANCE, TICKETS WERE SET AT A REASONABLE

$150

STUDENT/UNWAGED TICKETS WERE PRICED $85

UX DESIGN DAY
WELLINGTON 2013
SPEAKERS

Wesley Yun
Creative Director
Samsung USA

Ruth Brown
Head of UX
Trade Me

Philip Fierlinger
Head of Design
Xero

Philippa Dawe
Creative Director
Alexander Rose

Gillian Hemphill
Customer Experience Practitioner
Kiwibank

Duncan Nimmo
Head of IT & New Prod Dev
Wingnut Films

Anais Ardid
Strategist & Design Researcher
Pikselin

Matt Ellingsen
Design Director
Empathy

Marcus Brown
Designer
Resn

Annabelle Goslin
UX and Product Design
CriqHQ

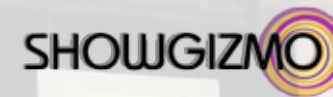**Andy Tauafiafi**
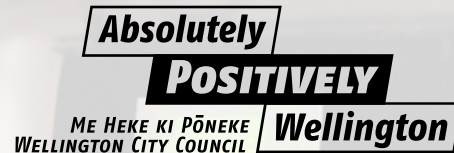Tatoo Artist
Taupou Tatau

Martin Bulmer
Senior Experience Designer
Optimal Experience

UX DESIGN DAY
WELLINGTON 2013
SPONSORS

THE ORGANISERS OF
UX DESIGN DAY WOULD LIKE
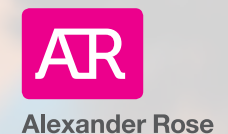TO TAKE THE OPPORTUNITY AGAIN
TO THANK OUR WONDERFUL
SPONSORS!

GOLD

Absolutely Positively Wellington
Me Heke ki Pōneke
Wellington City Council

xero

SHOWGIZMO

SILVER

trademe
Where Kiwis Buy and Sell

pikselin

OptimalExperience

BRONZE

CreativeHQ
Business incubator

Empathy

WRITE
Information with clarity

GitHub

chalkle

AR
Alexander Rose

UX DESIGN DAY WELLINGTON 2013
PHOTO GALLERY

WESLEY YUN, SAMSUNG USA

UXDD CREW

GILLIAN HEMPHILL

KIWIBANK
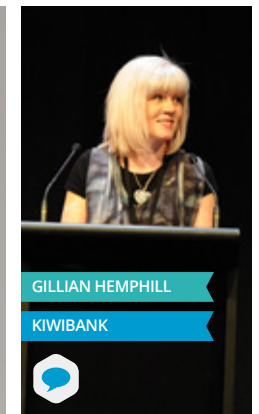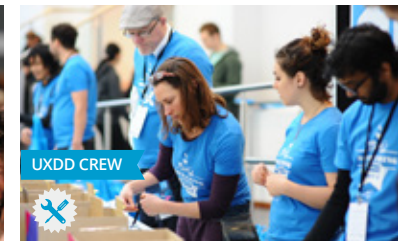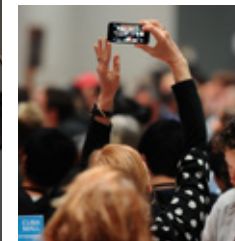
EMPATHY WORKSHOP

A FULL HOUSE AT SHED 6

MATTHEW ELLINGSEN, EMPATHY

ERIN SINK, GOOGLE USA

DISCUSSIONS DURING THE PIKSELIN WORKSHOP

PHILIP FIERLINGER, XERO

EMPATHY WORKSHOP

FOUNDER, BENJAMIN HUMPFREY
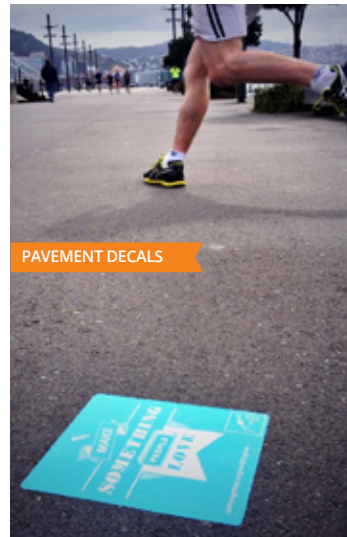ATLASSIAN, SYDNEY

ANDY TAUAFIAFI, TAUPOU TATAU

MARKETING

10
OCTOBER
2013
SHED 6

BE INSPIRED.
LEVEL UP.
CONNECT.

GERMAN FILM
FESTIVAL 201
FOCUS FRIEDRICH
WILHELM MURNAU

1-5 OCTOBER 2013
WWW.GOETHE.DE/NZ

THE FILM ARCHIVE

GOETHE
INSTITUT

MARKETING
UX DESIGN DAY
WELLINGTON 2013

PAVEMENT DECALS

POSTERS

TWITTER

#uxdd

With this being the first UX Design Day for Wellington we had to work smart. We employed traditional media like **posters**, not-so-traditional media like **pavement decals** on the waterfront. **Online ads** were placed on Trade Me, and social media channels **Facebook** and **Twitter** (where a great deal of our audience spend a great deal of time!) were worked overtime.

Posters

Posters were put up all around Wellington's CBD in two waves three weeks and two weeks out from the event.

Pavement decals

Pavement decals with the events secondary image "Make something people love" appeared all around Wellington's waterfront a week before the event.

Online ads

Working in partnership with one of our wonderful sponsors, $5,000 worth of online ads were placed on Trade Me - New Zealand's most-visited site - ten days out from the event until the 9th of October.

Facebook & Twitter

Facebook & Twitter were used to build anticipation and to engage directly with our potential audience. For Twitter we used the hashtag #uxdd. **On UX Design Day itself, #uxdd was the Nº1 trending topic in New Zealand.** Funny what happens when you put 355 tech-savvy people in a room together...

Sponsors

Our wonderful sponsors embraced the opportunity to connect to a high-value audience - marketing the event in their own ways... **Pikselin** tweeted up a storm, added UX Design Day branding to the home page of their own website, and went the extra mile providing personalised type blocks for goodie bags. **Empathy** ingeniously added event links in their email signatures. **Trade Me** donated online advertising. **Xero** hosted exclusive drinks for attendees the night before the conference at their HQ... even Mayor Celia Wade Brown turned up! **WCC** featured the event in all emails, reaching an enormous audience.

MEDIA

MEDIA
UX DESIGN DAY
WELLINGTON 2013

PAVEMENT DECALS

STUFF EVENT LISTING

IDEALOG

As UX Design Day was a new event, gaining media coverage was a priority. With a fascinating line-up of local speakers along with a super-star international speaker, we knew that the story we had to tell would be of interest to many.

Dom Post - front page Business section

The Dom Post secured an interview with Wesley Yun and Philippa Dawe. The journalist was compelled by Wesley's insights into the future of design and ran the piece on the front page of the Business section.

Capital Magazine

As the event supports industry in Wellington, Capital Magazine ran a fantastic article and an interview with Wesley Yun.
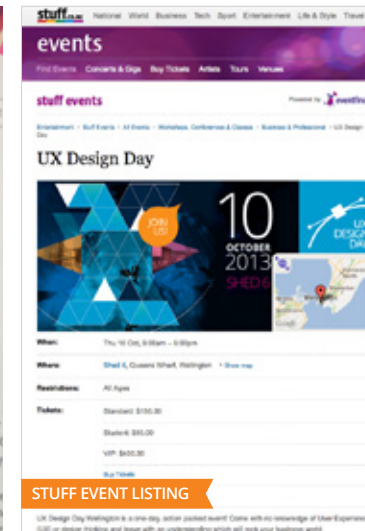
Idealog

National business title Idealog was fascinated by the mix of speakers - from traditional Samoan tatau to Samsung - and featured the event in emails and an online article.

Know and Grow Wellington emails

WCC and Positively Wellington Tourism supported the event by featuring UX Design Day in regular email updates to hundreds of thousands of people.

Stuff

The event was listed across many listings websites including Stuff.

Webstock emails

Webstock is a complementary event and as they want to support the tech industry, Webstock generously helped to promote the event, with coverage reaching thousands of the right people.

THE AUDIENCE

THE AUDIENCE**
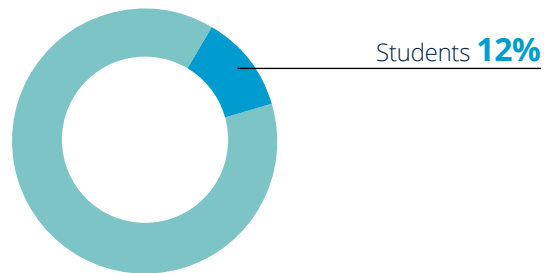## UX DESIGN DAY
WELLINGTON 2013

** Data was captured during the online registration and from a follow-up survey. 20% of all attendees responded to the follow-up survey.

Where did our audience travel from?

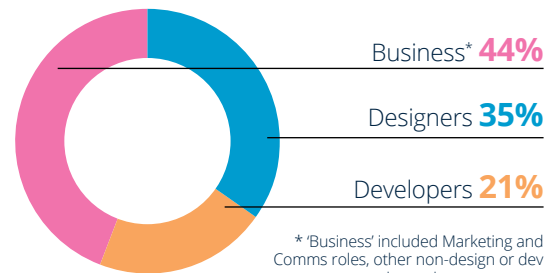Wellington / Auckland / Christchurch / Queenstown / Melbourne

Our audience represented a wide range of organisations, with an almost equal split between people in design and dev roles (56%) and people in other business positions (44%) wanting to expand their knowledge of UX design.
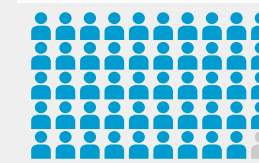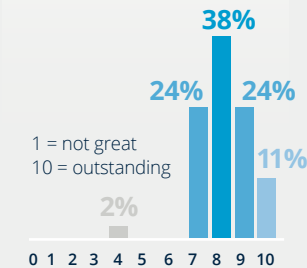
Our audience responded best to the quality, diversity and relevance of the event. They said that the choice of speakers, topics covered and insights that were shared were high quality and inspiring. The diversity of the day was also a highlight: the speakers represented a variety of industries, areas of expertise and talks covered a wide range of angles, approaches and perspectives on UX design.

People left armed with local stories and case studies, with the honesty and affordability of the event much appreciated.

What percentage of the audience were students?

Students **12%**

What roles do our audience have?

Business* **44%**

Designers **35%**

Developers **21%**

* 'Business' included Marketing and Comms roles, other non-design or dev roles and entrepreneurs

How do you rate UX Design Day overall?

1 = not great
10 = outstanding

2% **24%** **38%** **24%** **11%**

0 1 2 3 4 5 6 7 8 9 10

98%

98% of respondents rated UX Design Day **7 out of 10 or higher**

Would you like to attend another UX Design Day?

YES!

NO
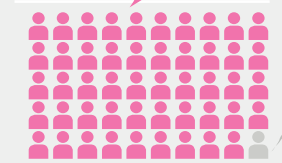
98%

2%

Which organisations*
do our audience work for?

* A selection of organisations represented by attendees

DESIGN / ADVERTISING / PR	TECH	GOVERNMENT	BANKING / FINANCE	TELECOMS / ENERGY / OTHER	EDUCATION
Click Suite	MYOB	ACC	Reserve Bank of NZ	Telecom NZ	Massey University
DNA Design	SilverStripe	IRD	Co-operative Bank	Chorus	Open Polytechnic
Zing Design	Intergen	Statistics New Zealand	ANZ	Skinny Mobile	Yoobee School of Design
Talentshop	Xero	Ministry of Justice	BNZ	Z Energy	
Ocean Design Group	Trade Me	Careers New Zealand	NZX	Powershop	
The Church	Abletech	Dept. of Conservation	Gareth Morgan Investments	New Zealand Post	
Terabyte Interactive	iwantmyname	Dept. of Internal Affairs		IBM	
Scenario Communications	Catalyst IT	Housing NZ Corporation			
Springload	Orion Health	Ministry of Health			
Boost	Rabid	NZ Defence Force			
Dave Clark Design	PaperKite	NZ Transport Agency			
Associates		Min. for Primary Industries			
		Green Party of Aotearoa			
		Hutt City Council			
		Wellington City Council			

BEST BITS
UX DESIGN DAY
WELLINGTON 2013

Xero and LOTRs dude, and Samsung dude

Really great job curating the people who spoke, it was a high-caliber bunch!

Learning from local UX talent about real projects and things they've done to make work better.

Great stuff for non-designers

I loved the informality of the speakers, their physical closeness to the audience probably helped break down barriers

ALL THE SPEAKERS WERE TOP NOTCH!

The honesty from the Samsung speaker Wesley Yun was very inspiring & refreshing!!

Listening to Anais, Gillian, and Matt's talks. The opportunity to meet people who work in the field!

It was critical - not a string of glowing accounts - it was about the local and it was brilliantly catered.

The way the event was run, very social and conducive to meeting great people.

Meeting people, the mixed of topics - from introductory to experienced - and the tatau artist.

Ruth Browns talk, the lunch and the tattoo guy

Great diversity of talks, loved the street names on the tables, lunches were adorable, lemonade was tasty

WHAT CAN WE DO BETTER?
UX DESIGN DAY
WELLINGTON 2013

As UX Design Day was a new event for Wellington in a new venue, we expected to come away learning a thing or two about how to improve the event next time - here are a few of our findings...

More food for morning tea!!

Being an all-day event with an early(ish) start, many people hadn't had breakfast so were super hungry at morning tea. The first people to get to the table got lucky and those slower folk missed out! Arrgghh! Through the power of Twitter we quickly discovered this, and made sure that extra food was available at lunch time.

More networking

Most people loved sitting around tables and found this conducive to meeting new people. However we can introduce even more ways to facilitate networking and get those all-important new connections happening.

Better waste management

Special efforts need to be put in place to minimise non-recyclable waste, especially food packaging waste.

A bigger venue for the after party!

At the end of the day, everyone piled into a nearby bar & restaurant. This was a great sign that people loved the day and wanted to carry on their conversations, but next time we need a bar with more space to cater for our thirsty attendees.

THE ORGANISERS
UX DESIGN DAY
WELLINGTON 2013

AR Alexander Rose

Alexander Rose is a boutique design agency, founded in London and now based in Wellington. Creative Director, Philippa Dawe, was the opening keynote at the first UX Design Day in Dunedin. She was so inspired by the event that she decided to bring UX Design Day to Wellington.

Philippa is passionate about elevating and educating about the role of design in business in New Zealand and sees this as an essential part of ensuring that our products and services can compete globally.

She is also passionate about supporting industry in Wellington, and revealing the quality of talent and thinking on offer locally to a wider business audience.

Philippa curated the speakers, and Alexander Rose managed the sponsors and created the marketing and comms for the event.
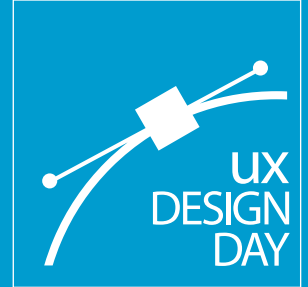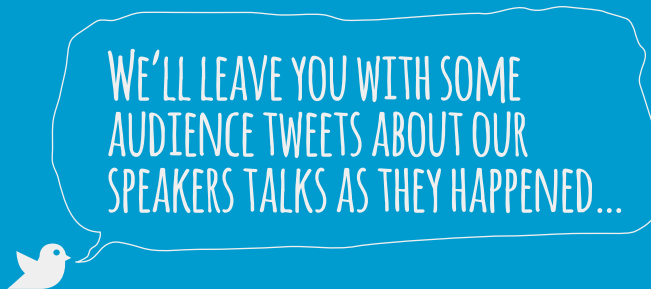
alexanderrose.net

chalkle°

Chalkle° is a social enterprise start-up with an innovative approach to education. Chalkle° began in July 2012 over a cup of coffee in Wellington New Zealand, by Silvia Zuur and Linc Gasking. They observed, that many of their friends were curious to continue learning outside formal education and wanted to pick up practical, real-life and creative skills.

A vibrant learning community developed overnight, with hundreds of classes ranging from astronomy to worm farming. Classes are demand-driven and take place in real life locations city-wide. Each one can be independently attended with no long-term commitment.

CEO Silvia was keen to bring UX Design Day to Wellington with its big focus on accessibility and support for local industry. Chalkle° instigated the relationship wih WCC and provided co-ordination and event management.

chalkle.com

We'll leave you with some audience tweets about our speakers talks as they happened...

UX DESIGN DAY
WELLINGTON

Philippa Dawe Alexander Rose

@charliprangley "Having tools is not the same as knowing how to use them." - Philippa Dawe speaks the truth at #uxdd

@jadetang123 @minnie_rose beautifully articulate & creatively designed presentation - just wondering if your slides will be available later on? :) #UXdd

Duncan Nimmo Wingnut Films + **Thomas Bauer** Factorial

@BolsterDesign Thomas Bauer from factorial is genius! 50k clips and images on an iPad with 5k resolution that can be used offline. On an iPad. What? #uxdd

@JessicaManins Fascinating talk from Duncan Nimmo @ Wingnut & Thomas Bauer #uxdd "find the smallest possible set of ideas"

Gillian Hemphill Kiwibank

@_jacob_Roberts Solid advice. "Just do it!!!" - Gillian Hemphill #uxdd

@charliprangley "I don't have any hobbit slides, but I do have a llama" - Gillian Hemphill from @KiwibankNZ shows us a llama standing in a queue xD #UXDD

Philip Fierlinger Xero

@Marc_McHardy "Our styleguide is the last best project that we worked on" Philip from @xero on how traditional styleguides hold you back #uxdd

@kiaorakelsie "Your dream is just a f*cking dream until someone is using it" Philip Fierlinger from @Xero at #uxdd

Annabel Goslin CriqHQ

@DaniWills_NZ Children like testing on pretty pictures. Remove big bugs first by testing on adults. #uxdd

@uxdesignday CriqHQ's Annabelle Goslin on UX for children- higher maintenance and harder to find than adults yet shameless when pressing buttons. #uxdd

Anais Ardid Pikselin

@andywilkinsonnz Anais Ardid of @Pikselin is killing it—as pretty as these personas might be, they weren't useful to the client. #uxdd

@upriseNZ Great insights from Anais of @Pikselin into the pitfalls and dangers of documentation #uxdd

Ruth Brown TradeMe

@danserif "If you are right, you learn nothing." — Ruth Brown from @TradeMe #uxdd

@merxplat Look at distribution, not just averages, and design for clusters - Ruth Brown at #uxdd

Marcus Brown Resn

@jeremybank 'If it excites 2X, go with it' — Marcus Brown at #uxdd

@EvelynAnneJ Keep thinking big, even with small teams, small budgets and limited time - Marcus Brown from Resn #uxdd

Matthew Ellingsen Empathy

@kiaorakelsie "Innovation isn't about creating crazy stuff with technology. It's about creating new value" Matt from Empathy at #uxdd

Tuigamala 'Andy Tauafiafi Taupou Tatau

@kiaorakelsie Audience was absolutely captivated by Andy Tauafiafi at #uxdd Awesome insight!

@myob_geek Wow, you don't hear about this stuff at @UXAustralia - hearing about design process of Polynesian tattoos at #uxdd

Martin Bulmer Optimal Experience

@merxplat Martin Bulmer: first, get out of the office and ask someone what your brilliant idea would allow them to do #uxdd

@DaniWills_NZ Martin's cast iron career tip: sleep with the owner! #uxdd

Wesley Yun Samsung USA

@upriseNZ Top keynote from @nuysew, Creative Director of Samsung, on design process, power of failure and the future of data. Inspirational!! #uxdd

@megandell "How do u keep yr credibility talking about the touchy feely stuff while talking to a room full of ppl only interested in ROI? #uxdd @nuysew