TOP TEN THINGS

from Interact Conference 2016

@Si • Product, UX & UI Team Bi-Weekly • 30 November 2016

I do love alliteration

DISCLAIMER

- ➤ Engineer ≠ Designer
- ➤ Be in it to win it
- ➤ I can't sketch
- ➤ Start the clock

DESIGNING A BETTER YOU
@louisrosenfeld (Rosenfeld Media)

➤ Pair up

➤ In 5 minutes, tell your story about who you are, what you do, what motivates you.

➤ The other person listens, noting down verbs & nouns.

➤ For the next 5 minutes, listen to the feedback to identify your USP, your epitaph.

➤ Swap and repeat.

➤ Change your [insert social network here] bio

Thought leader, major tech publisher
Ice breaker mode
Great way to discover yourself and get to know others quickly

DESIGN THINKING

@alinebaeck (Capital One / eBay)

➤ Identify and improve design workflow in corps

➤ Empathise → Define → Ideate → Prototype → Test

➤ Design for Delight (D4D)

➤ Go broad to go narrow → Rapid experiments with customers → Deep customer empathy ↩

➤ "Own" design thinking

➤ Designing the design process

https://twitter.com/Interact_Conf/status/788318723757277184

Wealth of experience from HCI

Plenty Harvard references (fluff?) from the US Contingency

CONVERSATION: CLI OF TOMORROW

@dancharvey

➤ Top 4 apps are chat apps (owned by FB)

➤ 100m DAU on Snapchat

➤ Alexa, Siri, Cotana

➤ Messenger apps are becoming stealth OS

➤ Last refuge for privacy (Telegram)

➤ Brand channels

➤ Hello to Bot Stores

➤ Tone of voice is crucial in chat

Hot topic of 2016

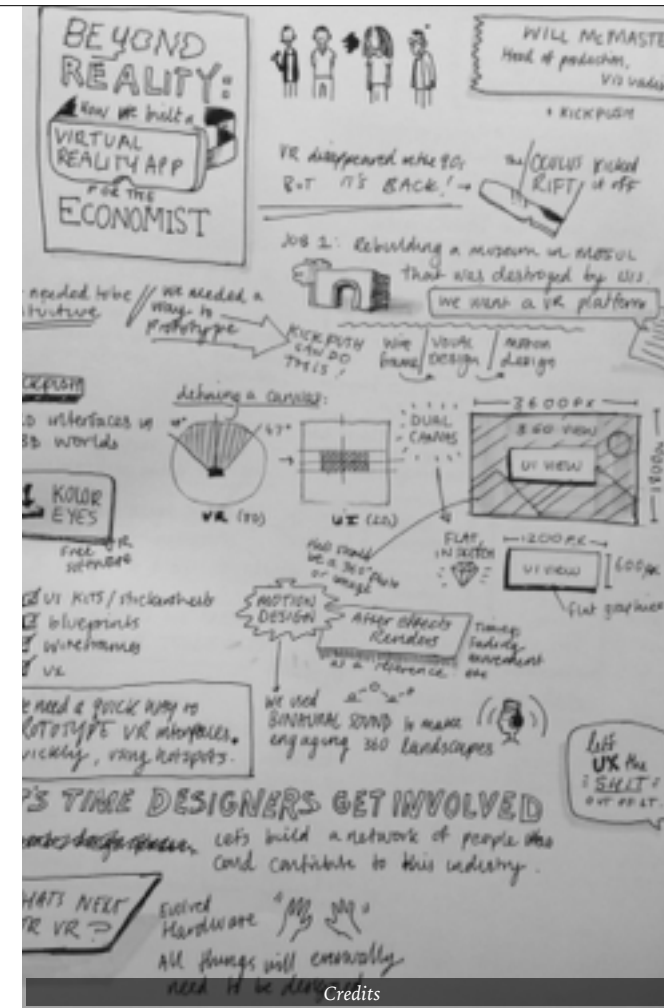Rise of conversational UI, AI and bots

Let's build something - Robin Osbourne talk planned for 2017

#talkchat Slack channel? (meta)

HOW TO BUILD VR

@visualise360 + @kickpush

➤ Built VR for The Economist

➤ Design challenges

➤ Introduce "dual canvas"

➤ Sketch + Kolor Eyes

➤ Tools need to mature

➤ Collaboration is important

➤ Affordability & commercialism

➤ Developers & designers unite

Design tools to build immersive VR experience
Sketch FTW
Free tools available (Kolor Eyes)
We have VR headsets available for user testing / prototyping

ARE WE NEARLY THERE YET?
@mindimp (Premier Inn)

➤ How do other teams see us?

➤ Should we chase sticks or sit back? (Dog v Cat)

➤ Learn from conductors

➤ Inspire, motivate, set mood, trust

➤ Infused UXD with other teams

➤ Lead by example

➤ The Gerred Approach

https://twitter.com/Interact_Conf/status/788356259288350720

Matt Lindop - Ameri's new boss?
Design is not just digital
We know about product and brand
Think beyond app / web
Inspire others to

Such an engaging person - and least educated
FFSJFDIUD
Go beyond your comfort zones (film, books, products…)

WHEN IOT KNOWS HOW YOU FEEL

@paminthelab (Change Sciences)

➤ ALL the data is out there

➤ How do bots influence/ understand our personality

➤ Kids with bots (social boundaries, babies, disabilities)

➤ Jeebo, SimSensei, PPLKPR

➤ Emotional intelligence

➤ Design for ethical future

➤ Empathetic, adaptive, forgiving, respectful

How do people connect with machines
We're already providing ridiculous amount of data (data ≠ information)
Think generations, cultures, crossing boundaries
Do what's right, understand circumstances

DIGITISED REALITIES

@albertatrebla (Lloyds Banking Grp)

➤ "Make the world a better place"

➤ Notifly, Quirky, Leeo - WHY?

➤ Smart tech is getting stupid

➤ Focus on things that matter

➤ What do we actually need?

➤ Empathy transformation (GDS winter fuel allowance)

➤ "Pixels need people to process"

Endless pitches to "make the world a better place"
Is it really "smart"?
Just because you can, doesn't mean you should
Think about real world application

ANTICIPATION & AUTOMATION
@sarahdoody

➤ "Like beauty, the problem is in the eye of the beholder"

➤ Anticipatory design

➤ Airline checkins, YMAL, "how do I..."

➤ Decision fatigue

➤ Take into consideration personal nuances

➤ Let me decide and build trust

➤ Accuracy, future innovation, human experience

http://www.slideshare.net/sarahdoody/finding-balance-between-anticipation-automation-in-ux-design

https://twitter.com/Interact_Conf/status/788723634231795712

Design for what could / should be happening
Recommendations triggers (speak to Data Science)
Expect tech to succeed (Twitter/Facebook fave state)
Consider offline first
Don't try to be too clever, ask questions if unsure

ELEMENTARY, DEAR WATSON

@leoniewatson

➤ Closed captions for social

➤ Accessibility ≠ ugly

➤ Cost is irrelevant, code properly

➤ Colour blindness, dyslexia & autism is common

➤ Zoom for low visibility

➤ Reduce time restrictions

➤ Work with a10y people

➤ Don't ask permission, slip it in

https://twitter.com/Interact_Conf/status/788753465430409216

We need to think accessibility (design and engineers together)

Video consumption now relies on closed captions

Disabilities are more common than considered (colour, dyslexia, autism …!)

Try navigating our site without a mouse

Accessibility audit on our site / apps (shameless plug)

MORE TEA, VICAR?

➤ Videos now online
https://www.youtube.com/playlist?list=PLuo3RMjuSfpL1NkmxxaQnuwuHL0QS-6dK

➤ Interviews with speakers
https://soundcloud.com/uxpodcast/sets/interviews-from-interact-london-2016

➤ From the horse's mouth
https://twitter.com/Interact_Conf/

➤ From the floor
#InteractLDN

➤ This slide deck
http://sijobling.com/talks/interact-2016