

08:20 Conference Registration

09:20 Welcome to UX in the City: Manchester **RISE AND SHINE**

09:30 **KEYNOTE** **RISE AND SHINE**
Designing for trust in an era of self-validating facts 60 MINUTES
Margot Bloomstein APPROPRIATE, INC.

10:30 Refreshment Break

Rooms	SHINE	RISE	BUZZ	GROW
11:00	<p>CASE STUDY</p> <p>How to get the most out of your prototypes 45 MINUTES</p> <p>Mark Skinner CXPARTNERS</p>	<p>CASE STUDY</p> <p>The challenges of being user-centred in elite sport 45 MINUTES</p> <p>Chris Burns THE ENGLISH INSTITUTE OF SPORT</p>	<p>TUTORIAL</p> <p>Planning impactful user research 90 MINUTES</p> <p>John Waterworth DXW</p>	<p>WORKSHOP</p> <p>Psst! Silence: a great collaborator 90 MINUTES</p> <p>Ajara I. Pfannenschmidt FREELANCE WEB/UX DESIGNER</p>
	SWITCHOVER	SWITCHOVER		
11:50	<p>CASE STUDY</p> <p>Seniority in design 45 MINUTES</p> <p>Ben Holliday FUTUREGOV</p>	<p>WORKSHOP</p> <p>Expanding to upstream and downstream thinking for amazing end-to-end experiences 45 MINUTES</p> <p>Jay Brewer Saurabh Dutta RAPID7</p>		

12:35 Lunch Break

13:25	<p>CASE STUDY</p> <p>Out with accessibility - In with inclusive design 60 MINUTES</p> <p>Robin Christopherson ABILITYNET</p>	<p>HANDS-ON</p> <p>Mapping users' mental models 60 MINUTES</p> <p>Mariana Morris FRUTO</p>	<p>HANDS-ON</p> <p>The art of conversation 150 MINUTES</p> <p>Emily Heath Luisa Sousa Charlotte Davies BBC UX&D</p>
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14:25 Refreshment Break

14:50	<p>CASE STUDY</p> <p>The gap between product and UX 45 MINUTES</p> <p>Jack Rich OCADO TECHNOLOGY</p>	<p>HANDS-ON</p> <p>Hands-on ethnography primer 90 MINUTES</p> <p>Laura Yarrow EXPERIENCE UX</p>	<p>CONTINUED</p> <p>HANDS-ON</p> <p>The art of conversation 150 MINUTES</p> <p>Emily Heath Luisa Sousa Charlotte Davies BBC UX&D</p>
	SWITCHOVER		
15:40	<p>TUTORIAL</p> <p>Design friction: make me think! 45 MINUTES</p> <p>Cristina Viganò CYBER-DUCK</p>		

16:25 Social Evening at thestudio

08:45 Conference Registration

09:25 Welcome to UX in the City: Manchester **RISE AND SHINE**

09:30 **KEYNOTE** **RISE AND SHINE**
Improving the customer experience with Top Tasks 60 MINUTES
Gerry McGovern CUSTOMER CAREWORDS

10:30 Refreshment Break

Rooms	SHINE	RISE	BUZZ	GROW
11:00	<p>CASE STUDY</p> <p>Intensive care - redesigning NHS.UK</p> <p>45 MINUTES</p> <p>Dean Vipond NHS DIGITAL</p>	<p>CASE STUDY</p> <p>The user experience of email subscriptions</p> <p>45 MINUTES</p> <p>AJ ADESTRA LTD</p>	<p>TUTORIAL</p> <p>The new rules of designing for advanced technologies</p> <p>150 MINUTES</p> <p>Ramy Nassar FREELANCE DESIGNER</p>	<p>WORKSHOP</p> <p>Let's solve your biggest UX challenges</p> <p>90 MINUTES</p> <p>James Chudley CXPARTNERS</p>
	SWITCHOVER	SWITCHOVER		
11:50	<p>CASE STUDY</p> <p>Neuroscience of digital distractions and the social responsibility of designers</p> <p>45 MINUTES</p> <p>Anastasia Dedyukhina CONSCIOUSLY DIGITAL</p>	<p>WORKSHOP</p> <p>Collaborative problem solving</p> <p>55 MINUTES</p> <p>Llara Geddes Olivia Gruetter USER CONVERSION</p>		

12:35 Lunch Break

13:25	<p>TUTORIAL</p> <p>The lost art of task modelling</p> <p>60 MINUTES</p> <p>Jesmond Allen FREELANCE UX CONSULTANT</p>	<p>WORKSHOP</p> <p>UX life hacks - how to work smarter and get more done</p> <p>60 MINUTES</p> <p>Neil Turner REDGATE</p>	<p>CONTINUED</p> <p>TUTORIAL</p> <p>The new rules of designing for advanced technologies</p> <p>150 MINUTES</p> <p>Ramy Nassar FREELANCE DESIGNER</p>
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14:25 Refreshment Break

14:50	<p>CASE STUDY</p> <p>How to make visual designs shine (with user-centred design)</p> <p>60 MINUTES</p> <p>Ollie Miller CXPARTNERS</p>	<p>CASE STUDY</p> <p>Building your creative confidence</p> <p>60 MINUTES</p> <p>Ade-Lee Adebiji PAPERTRAIL.IO</p>	<p>TUTORIAL</p> <p>Let me tell you a story: the power of storytelling in UX design</p> <p>60 MINUTES</p> <p>Mark Cruth TEAL MAVERICKS, LLC</p>
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15:50 Conference Close in Shine (10 minutes)