User Experience SIG

"Unshackling the Wearables Revolution - How UX Can Help Realise the Potential of Wearable Devices"

30th September 2014

*This User Experience SIG is championed by Allan MacLean of **Amdeo**, Stefano Borini of **Nokia**, Giuliano Maciocci of **Qualcomm**, Geoff McCormick of **Alloy** and David Walker of **Philips Research Laboratories***

Venue: Taylor Vinters, Merlin Place, Milton Rd, Cambridge, CB4 0DP

AGENDA

Time	
13:00	Registration & Networking over Lunch
14:00	Introduction to the Cambridge Wireless User Experience SIG from **Allan MacLean** of **Amdeo**
14:10	Welcome from our host, **Claire Green, Senior Associate, Taylor Vinters**
14:20	**Session chaired by SIG Champion, Allan MacLean of Amdeo** **Giuliano Maciocci, Staff Product Manager, Qualcomm** **'Me Too Wearables: Why Today's Wearable Devices are Ultimately Boring - And why they don't have to be.'**
14:35	Q&A
	Sessions chaired by SIG Champion, Stefano Borini of Nokia
14:50	**David McGookin**, Aalto University **'Wearables in the Here and Now'** Existing wearable interaction has largely focused on providing notifications, or acting as extensions to the things we normally do with smartphones. Through recent work on multimodal interaction (audio, haptic and visual interaction) I will cover new scenarios of use for wearable technology, and how we might go beyond smartphones to use technology to that connects us to each other and the world around us, enabling truly smart cities.
15:05	Q&A
15:20	**Val Mitchell and Darren Southee, Loughborough University** **'Shackles off where's Harry?'** Wearables, whilst freeing the user from many of the usability shackles intrinsic to tablet and mobile, can create new shackles for the user which if not considered during design will ultimately curtail the User Experience. With only passing reference to Harry Houdini we will reflect on some of these potential new UX pitfalls and how they can be overcome through user centred design.
15:35	Q&A
15:50	**Coffee/Tea & Networking**
	Sessions chaired by SIG Champion, Geoff McCormick of Alloy
16:20	**Simon Roberts, Founder, Stripe Partners** **'Cracking the Cultural Code of Wearables'** My talk will explore what is attractive and unattractive about the current wearables vision. I'll suggest that the long human history of wearables provides some clues for designing things which people actually want to adorn their bodies with.
16:35	Q&A
16:50	**Bring & Share Session** Open to delegates who want to present a 'good' or 'bad' example of User Experience. Each delegate is limited to 3 min each. • **Matt Dobson, Kinneir Dufort** • **Erik Jacobson, Accenture Digital** • **Geoff McCormick, Alloy**

17.00	**Panel Session with all speakers chaired by SIG Champion, David Walker** of **Philips Research Laboratories**
17:20	**Fill in Evaluation Forms**
17:25	**Event Closes**

With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event

Profile of Organisers

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless & mobile, internet, semiconductor and software technologies. With 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 20 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises the annual Future of Wireless International Conference and Discovering Start-ups competition along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. For more information, please visit www.**cambridgewireless**.co.uk

Profile of Host

Taylor Vinters

Taylor Vinters is a successful next generation law firm with a commitment to being one of the elite law firms operating internationally in the areas of technology, investment and private client. Headquartered in Cambridge and operating from offices in London, Singapore and Cambridge, our team of entrepreneurially minded people serve an international client base of private individuals, fast-growth companies, multinationals, investors and non-profits. For more information, please visit: www.**taylorvinters**.com

Profile of SIG Champions

Stefano Borini, Principle Researcher, Nokia Research Centre
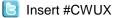
Stefano Borini is a Principal Researcher at Nokia Research Centre in Cambridge, working at the development of new materials and technologies for future mobile devices and sensors. Previously he was a researcher at the Italian National Institute for Metrological Research, studying nanodevices for metrological applications. His expertise covers the areas of nanotechnology, semiconductors, sensors, electrical and optical devices. Stefano holds a Master degree in Physics from University of Turin and a PhD in Materials Science and Technology from Polytechnic of Turin. For more information, please visit www.**research.nokia**.com/

Giuliano Maciocci, Staff Product Manager, Qualcomm

Giuliano leads the User Experience team for Qualcomm's Cambridge-based R&D office. As an Interaction Design specialist, Giuliano's extensive portfolio encompasses web, mobile application and embedded software interfaces for a variety of market leaders in the wireless industry, from Europe's first 3G wireless service to today's growing mobile application space. His current focus is championing user-centered innovation within Qualcomm's technology research, steering the evolution of today's technologies towards tomorrow's user experiences. For more information please visit www.**qualcomm**.com

Allan MacLean, Director, Amdeo

Amdeo specialises in the development and exploitation of high tech innovations. Amdeo principal, Allan MacLean, has worked in research and management roles at the leading edge of Information and Communication Technologies for over 25 years. He was a founder member of Xerox's European Research Centre in the 80's and was a major contributor to building it into one of the world's leading centres of expertise in the user centred design of innovative technologies. In 2002, he co-founded Image Semantics, which he helped lead to become a global provider of innovative mobile applications and services. Allan has frequently advised on funding programmes in the UK, Europe and North America to help improve the fit between technologies and human needs and improve the exploitation of government funded research. For more information please visit www.**amdeo**.com

Geoff McCormick, Director, Alloy

Geoff has worked as a business consultant in the design industry for over 10 years. In that time he has worked with some of the world's most famous and successful designers, where his role was to help designers, companies and brands to try and maximise the commercial effectiveness of design. His experience covers every populated continent and a diverse range of sectors, including developing a mobile petrol retail station, an interior design system for VIP aircraft, hydrogen powered vehicles, packaging strategies for FMCG brands and innovation programmes utilising Asian sourcing. It is this breadth of experience that he values most. Common across all of his clients and projects is the desire to create truly unique experiences that occupy a space in peoples' hearts and minds. For more information please visit www.**thealloy**.com

David Walker, Senior Scientist, Philips Research Laboratories

David is a Senior Scientist with Philips Research Labs. David has worked on a variety of projects beginning over 25 years ago with expert systems for compact disc based multimedia systems. He went on to work on projects for Philips Consumer Communications and first generation internet browsers for cell phones. This included the development of novel mobile applications for education and entertainment. More recently David has worked on home healthcare and developed next generation telehealth and telecare systems. And all these interests are now brought together with participation in projects in mobile health monitoring. Throughout his career David has pushed for user centered design and delivered systems that are sensitive to the needs and abilities of the end user. He is especially interested in novel technologies that can improve the user experience and is currently exploring use case scenarios for NFC (Near Field Communications). For more information please visit www.**research.philips**.com

Profile of Speakers

Giuliano Maciocci, Qualcomm Research and Development

See profile under SIG Champions above.

David McGookin, Aalto University

David McGookin is a Professor at the Department of Media Technology of Aalto University. He researches the use of different sensory modalities, speech, non-speech audio and haptics, to communicate information to users in a human-computer interface. He has previously worked on the EPSRC MultiVis II project, investigating how access to charts and graphs could be made accessible to visually impaired people via force-feedback haptic interaction. McGookin has also worked on the EPSRC Haptimap project, investigating how multi-modality could be deeply embedded into mainstream pedestrian navigation products to bring advantages to users who were by situation, visually or cognitively impaired. Work on Haptimap led to his current research interest investigating how to re-embed geo-social media and other user generated content into the geographic environment of its creation, the novel services that it offers and the way in which it can shape user understanding of familiar and unfamiliar places. In conjunction with Historic Scotland McGookin has applied the findings of the work to develop interactive mobile experiences at un-stewarded archaeological sites, such as the Antonine Wall in Scotland, and led the SICSA Minerva project to commercialize this work. He also developed the world's first olfactory photo browser. For more information please visit: www.**aalto**.fi/en/

Val Mitchell & Darren Southee, Loughborough University

Darren is Senior Lecturer in Design at Loughborough University's Design School and Programme Director for the undergraduate Product Design & Technology BSc. He spent 8 years in Industry designing technology-driven electronic products followed by 22 years in academia (8 in Engineering then 14 in Design). His research has included fundamental materials and applications design for printed electronics and smart textiles (sensors, energy storage and harvesting), interdisciplinary design with artists, scientists and engineers through to identifying and moving towards a design process ontology. For more information visit: www.**lboro.ac.**uk/departments/lds/staff/dr-darren-southee.html

Val is a Senior Lecturer at Loughborough Design School and Programme Director for the Interaction Design MA. She specialises in User Centred Design and in particular methods for eliciting user requirements for future technologies and services. She is particularly interested in the design and use of scenario and persona based methods within User Experience design and the development of Participatory and Co-design methods. For more information please visit: www.**lboro.ac.uk**/departments/lds/staff/dr-val-mitchell.html

Simon Roberts, Stripe Partners

Simon Roberts is an anthropologist whose work tends to focus in the technology and healthcare sectors, but he's curious about the intersection of technology, society and design in general. In his career to date he has set up the UK's first ethnographic research consultancy, and run a multidisciplinary R&D lab for Intel's Digital Health group, where he led their global research on ageing. Simon is a founder of Stripe Partners, a strategy and innovation studio established in 2013. For more information please visit: www.**stripepartners**.com/

Profile of Bring and Share

Matt Dobson, Kinneir Dufort

Matt has extensive experience of commercialising first-to-market and disruptive technologies for both blue-chip organisations and start-ups. Over the last 6 years Matt has led numerous wearable technology projects focusing on the emerging health and fitness trend. He is a long standing contributor to the Quantified Self and spoke at TEDx Brussels 2013. For more information please visit: www.**kinneirdufort**.com/

Erik Jacobson, Accenture Digital

Erik is a global product manager for the Connected Device Engineering Services group within Accenture Digital. Erik has been in in the embedded engineering industry including mobile, automotive and off-shore oil & gas, for over 20 years. Current activities include MYOD (Make Your Own Device), vertical-specific B2E wearables, technology-enhanced clothing, open innovation (hackathons & the maker mindset) and M2M security.

For more information please visit: www.**accenture**.com/

Geoff McCormick, Alloy

See profile under SIG Champion above.