

## User Experience SIG 'Life Changing Design'

14 May 2015

Kindly hosted by Philips Research Laboratories:



This SIG is championed by Stefano Borini of Nokia Technologies, Giuliano Maciocci, Allan MacLean of Amdeo, Geoff McCormick of Alloy and David Walker of Phillips Research Laboratories

Venue: Phillips Research Laboratories, 101 Cambridge Science Park

### AGENDA

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**14:00** Registration and networking with refreshments

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**14:30** Introduction to User Experience SIG from **Allan MacLean, Amdeo**

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**14:40** Welcome from event host, **David Walker, Phillips Research**

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**Session chaired by SIG Champion, Giuliano Maciocci**

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**14:50 Jeroen Raijmakers**, Senior Design Director Healthcare, **Phillips Design**

Narrative coming soon

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**15:05** Q&A

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**15:10 'Sensory Disabilities on User Experience'**

**Juma El-Awaisi**, Product Manager, **Braci**

For a long time companies have been re designing products to best fit people with sensory disabilities, this talk will cover how different disabilities affect companies decisions on the users experience.

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**15:25** Q&A

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**15:30 'Cutting through the noise: understanding what's important when designing life-changing products'**

**Ben Strutt**, Head of Design, **Cambridge Design Partnership**

**Lucy Sheldon**, Human Centred Design Specialist, **Cambridge Design Partnership**

Ben and Lucy will talk about user-centred research approaches in product design, highlighting the development of life-changing products that focus on outcomes, speed of response and accuracy of effectiveness, to enable benefits for all stakeholders.

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**15:45** Q&A

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**15:50 Refreshments and networking**

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**Session chaired by SIG Champion, Geoff McCormick of Alloy**

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**16:20 Speakers to be announced**

Narrative coming soon

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**16:35** Q&A

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**16:40 Bring & Share Session**

Open to delegates who want to present a 'good' or 'bad' example of User Experience.  
Each delegate is limited to 3 minutes each.

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**16:55** Panel session with all speakers chaired by **SIG Champion, Stefano Borini, Nokia Technologies**

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**17:25 Complete evaluation forms**

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**17:30 Event closes**

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With the permission of the speakers, presentations will be loaded to the CW 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 and 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 19 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](http://www.cambridgewireless.co.uk)

## Profile of Host

### Phillips Research Laboratories

## Profile of SIG Champions

### Stefano Borini, 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/](http://www.research.nokia.com/)

### Giuliano Maciocci

Giuliano is a User Experience specialist with an established track record in wearable devices, augmented reality and natural user interfaces. Giuliano's extensive portfolio encompasses web, mobile application and embedded software interfaces for a variety of market leaders in the wireless industry, from helping to shape Europe's first 3G mobile offerings to spearheading Qualcomm's Head Mounted Display research initiatives. Currently a freelancer, Giuliano's current focus is on championing user-centred innovation and research, steering the evolution of today's technologies towards tomorrow's user experiences.

### Allan MacLean, 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](http://www.amdeo.com)

### Geoff McCormick, 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](http://www.thealloy.com)

### David Walker, 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](http://www.research.philips.com)

## Profile of speakers

### **Juma El-Awaisi, Braci**

Juma El-Awaisi is a Pharmacist and HCP with a vast experience in business and management. After graduating from the school of pharmacy at the age of 20 Juma took a different path and moved towards business and marketing where he was the trade manager at an international pharmaceutical company in Turkey. [braci.co](http://braci.co)

### **Jeroen Raijmakers, Phillips Design**

Speaker bio to follow shortly

### **Lucy Sheldon, Cambridge Design Partnership**

Speaker bio to follow shortly

### **Ben Strutt, Cambridge Design Partnership**

Speaker bio to follow shortly