

User Experience SIG

“Context Awareness as the Digital Sixth Sense: The User Experience Challenge”

23rd May 2013

Hosted by: **PHILIPS**
sense and simplicity

Jointly sponsored by:



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

Venue – Philips Research Laboratories, 101 Cambridge Science Park, Milton Road, Cambridge, CB4 0FY

AGENDA

14:00	Registration & Networking over Tea and Coffee
14:30	Introduction to the Cambridge Wireless User Experience SIG from Stefano Borini of Nokia
14:40	Welcome from the host Sybo Dijkstra , Senior Director at Philips Research Laboratories
14:45	Welcome from the sponsor Neil Dickins , Director, IC Creative
	Speaker Session chaired by SIG Champion David Walker , Philips Research Laboratories
14:50	Vuokko Lantz , Nokia Research Centre in Espoo (Finland) ‘Being aware of the context - multimodal interaction design for mobile users’ The presentation will address the definition of use context and context awareness from the human and technology perspectives and demonstrate some multimodal interaction solutions developed at Nokia Research Center which enable context awareness in mobile use cases, focusing on augmented reality and navigation.
15:05	Q&A
15:20	Dr Rachel Jones , Instrata ‘Things we are seeing’ The presentation will explore how UX helps to create Services and Things that overcome some of the main challenges in IOT, such as M2M interoperability and access to a huge array of resources, by understanding and designing for context.
15:35	Q&A
15:50	Coffee/Tea & Networking
	Speaker Session chaired by SIG Champion Geoff McCormick , Alloy
16:20	Peter Whale , Qualcomm ‘Providing mobile devices with a sixth sense’ The presentation will explore some UX challenges arising from the use of sensor- and behaviour-based context inference to provide mobile devices with a digital Sixth Sense.
16:35	Q&A
17:20	Bring & Share Session chaired by our SIG champion Allan MacLean , Amdeo <i>Open to delegates who want to present a ‘good’ or ‘bad’ example of User Experience. Each delegate is limited to 3 min each.</i> <ul style="list-style-type: none">• Geoff McCormick, Alloy• Dominic Pullen, Orange• Vaiva Kalnikaite, Dovetailed• Ken Blakeslee, WebMobility Ventures
17:50	Panel Session with all Speakers and Bring & Share participants chaired by our SIG Champion Stefano Borini , Nokia
18:20	Drinks Reception & Fill in Evaluation Forms
19:20	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

Cambridge Wireless is a leading industry forum and vibrant community with a rapidly expanding network of companies actively involved in the development and application of wireless technologies. In addition to high level networking dinners, educational events and business development activities, Cambridge Wireless runs an annual Future of Wireless International Conference along with the Discovering Start-Ups initiative to support emerging, innovative wireless companies. Over 15 Special Interest Groups focused on specific technologies and market sectors, also provide opportunities for members to meet, form partnerships to exploit new commercial opportunities, and share knowledge and information about the latest industry trends and hot topics. Cambridge Wireless has partnerships with other leading industry clusters and organisations around the world to extend its international reach and to keep members up to date with the latest global developments and business opportunities. For more information, please visit www.cambridgewireless.co.uk

Profile of Sponsors

Philips Research Laboratories

Philips are deployed across a wide spectrum of business activities that embrace the key platforms of Philips dedication to providing Healthcare, Wellbeing, Lifestyle and Innovation based products, systems and services. For further information please visit www.philips.com

IC Creative

Since inception in 1999, the Intellectual Capital Group has held fast to its founding principle: to establish a recruitment organisation that is viewed by our clients, and the wider technology community, as a genuine business partner and valued ally. Our unwavering commitment to this principle has served us well through booms and downturns, helping us to organically grow into one of Europe's most prominent technology recruitment companies covering technical, commercial and executive recruitment. The IC Group consists of IC Resources, IC Software, IC 3E and IC Creative, respectively working in the semiconductor, embedded software/DSP, electronics and UX / UI sectors. For more information please visit www.ic-groupltd.com/

Profile of SIG Champions

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

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

Giuliano Maciucci, User Experience Lead, Qualcomm Research and Development

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

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/

Profile of Speakers

Peter Whale, Qualcomm

Peter works for Qualcomm, where he is Director of Product Management for the Qualcomm wholly-owned subsidiary, Xiam Technologies Ltd. Peter's current focus is on giving mobile devices a virtual "sixth sense" by utilising machine intelligence to improve device performance and overall user experience. Peter has a long track record of conceiving, developing and marketing successful technology-based solutions, working within a number of innovative Cambridge-based and International organisations. Peter is a board member of Cambridge Wireless, chair of the "Future of Wireless International Conference" organising committee, and a champion of the Cambridge Wireless Future Devices SIG. For more information please visit: www.qualcomm.com

Dr. Rachel Jones, Instrata

Rachel runs a UX design agency based in Cambridge with corporate clients such as Nokia and Vodafone, as well as start ups and NGOs, such as Oxfam and the BBC. Rachel has 20 years of experience in UX in both a research setting (Xerox EuroPARC, Microsoft Research Cambridge) and a design setting (Sapient, Instrata). Rachel is Experience-led Innovation Champion for the Creative Industries KTN, part of the Technology Strategy Board, and leads on initiatives such as Internet of Things, Big Data and Health. Rachel is a Design Associate for the Design Council, supporting technology transfer in universities. Rachel has over 30 international publications and 10 patents. Rachel is particularly interested in areas that involve design and healthcare and is developing BeCurious, a mobile support framework for chronic disease management. For more information please visit www.instrata.co.uk

Vuokko Lantz, Nokia Research Centre

Vuokko has been working in the Human-Computer Interaction field since 1998 on various research topics including text entry, handwriting recognition, use-context analysis, mobile and laboratory user testing, various sensor-based interaction technologies such as gaze tracking, gesture- and touch-based interaction, and haptics. Vuokko been with the Nokia Research Center since 2003 and currently leads Interaction Technologies research team in Sensor and Material Technologies Laboratory. Vuokko received the Doctor of Science in Technology (Computer and information science, Usability research, 2002) and Master of Science in Technology (System analysis and operation research, 1999) degrees from the Helsinki University of Technology. Voukko also holds an adjunct professor position at University of Tampere on Interactive Technology. For more information please visit www.nokia.com