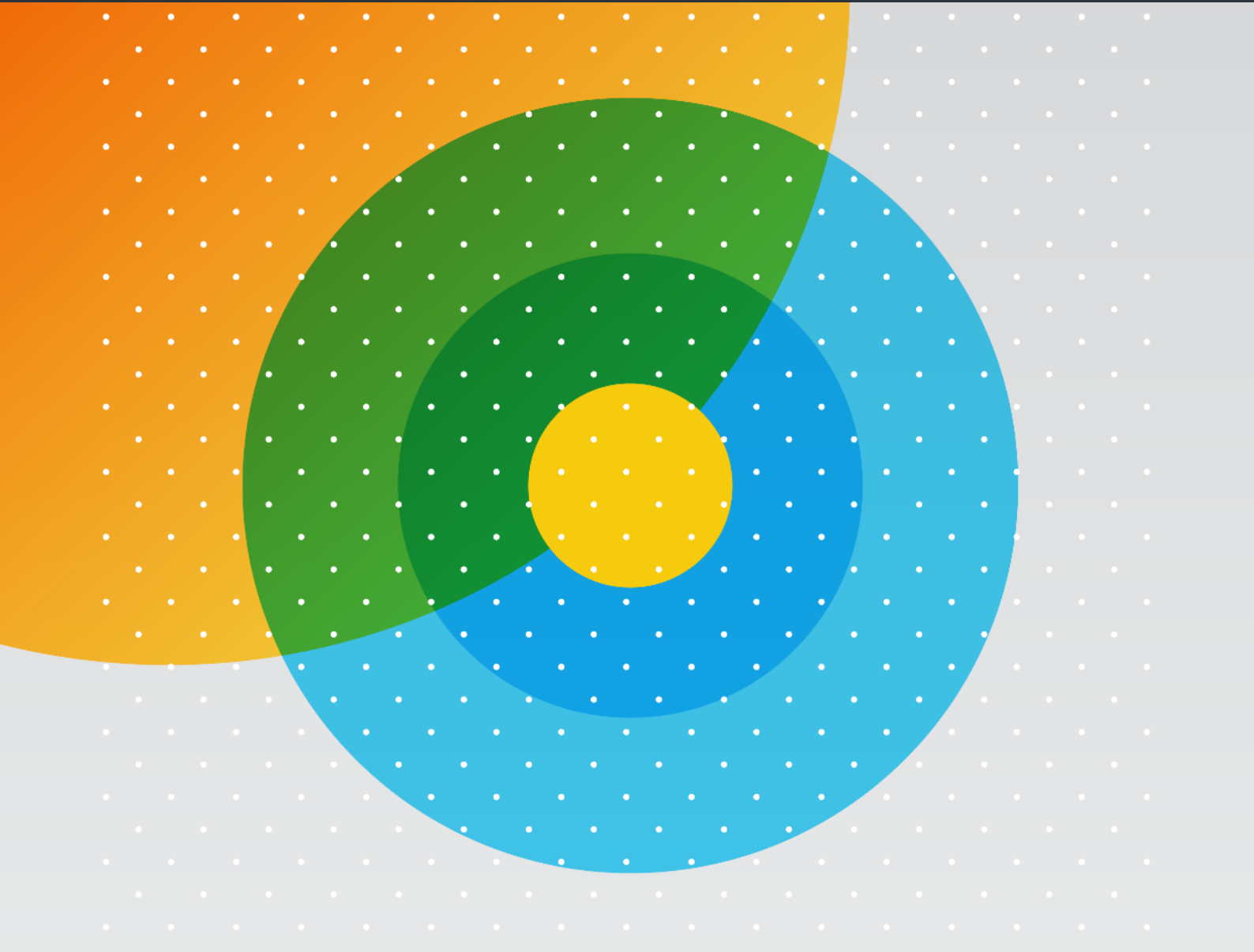




UX
Design
Institute

Industry Advisory Council Meeting Minutes

September 27, 2018



Industry Advisory Council



wipro digital



Rabobank





The UX Design Institute's second Industry Advisory Council meeting took place on September 27, 2018, in the Sky Suite, Radisson Blu Royal Hotel, Dublin.

The aims of the meeting were to:

- Officially launch the UX Design Institute
- Give members a progress report since the last meeting
- Update members on the Quality Committee
- Have a roundtable discussion on the roadmap of future programmes
- Have a roundtable discussion on the Professional Diploma in UX Design syllabus

The Industry Advisory Council members in attendance were:

Tansy Murray, Director CX and Design at Mastercard

Brian Herron, Principal UX Designer at Each&Other

Denis Cullinane, Consultant User Experience Designer at Dell

Goran Peuc, Principal UX Designer at SAP

Ronan Costello, Online Platforms Manager at Virgin Media Ireland

Frank Gaine, Design Strategy Manager at Frontend and UXDI mentor/trainer

Gareth Dunlop, CEO of Fathom and UXDI mentor/trainer

Dara Boland, Principal Consultant at Morgan McKinley

Conor Normile, Head of Design at Wipro Digital

Chiara Henderson, Head of Customer Experience (EMEA) at Slack

John Dennehy, Founder and Executive Chairman at Zartis

Garry Cleere, Managing Director at Q-Validus

Colman Walsh, Founder and CEO at UX Design Institute



Tansy Murray
Director CX and Design
Mastercard



Goran Peuc
Principal UX Designer
SAP



Denis Cullinane
Consultant UX Designer
Dell Technologies



Brian Herron
Principal UX Designer
Each&Other



Ronan Costello
Online Platforms Manager
Virgin Media Ireland



Frank Gaine
Design Strategy Manager
Frontend



Dara Boland
Principal Consultant
Morgan McKinley



Gareth Dunlop
CEO
Fathom



Conor Normile
Head of Design
Wipro Digital



Chiara Henderson
Head of Customer Experience
Slack



Garry Cleere
Managing Director
Q-Validus



John Dennehy
Founder and Executive
Chairman
Zartis



Colman Walsh
Founder and CEO
UX Design Institute



Council summary

1. Welcome

Colman welcomed everyone to the second Industry Advisory Council of the UX Design Institute and thanked them for their time in attending.

He said that the meeting was dovetailing as the official launch of the UX Design Institute and he was delighted that Minister of State for Higher Education, Mary Mitchell O'Connor TD, was attending to officially launch the Institute.

“Her remit is to ensure high standards and ongoing innovation in the education and training sector,” he said. “So I think it’s perfect that she’s here today with us. We’re setting educational standards not just in Ireland but globally for UX design.”

He invited Minister Mitchell O'Connor to address the audience.





2. Official launch

Minister Mitchell O'Connor congratulated the UX Design Institute on its new Professional Diploma and its relaunch from UXTraining.

She said the Institute's mission to set the standard in UX education was admirable and very much in line with Government policy. She said that the statistic around the industry need for 580,000 UX designers by 2024 shows that the demand is potentially very huge. And she added that she would like to discuss the education opportunities further with the UXDI in the future.

The Minister said that the UXDI is already flourishing but that the upcoming announcement re job creation at the Institute was very encouraging.

She added that the importance of UX could not be underestimated and that a quote by Leonardo Da Vinci was very apt in this context, "Simplicity is the ultimate sophistication."

She also remarked on reading recently about Ryanair simplifying their website so that the number of clicks required to book a flight went from 17 to 5. And the much better user experience that resulted from that for the website's many users.

Minister Mitchell O'Connor formally launched the UX Design Institute and wished the Council members a productive meeting.





3. Institute objectives

Colman updated Council members on progress at the UX Design Institute since the inaugural Council meeting in March 2018.

He outlined that the following objectives had all been successfully achieved:

- Develop Professional Diploma in UX Design
- Gain university accreditation
- Convene Industry Advisory Council
- Launch new product (mid year)
- Rebrand as UX Design Institute

He outlined how the Diploma works for students and the supports that are in place for them while they work their way through the course. He explained that user research for the course had shown a strong demand for having structure and deadlines in place and that's something that's been built into the course.

Support for students is also critical and is being met through a variety of channels, including a dedicated Slack channel for each course intake.

Prospective students also wanted the personal touch - to have someone with expertise guiding them through the course and the mentor-led webinars meet that student need.

He said there has been huge demand for the Diploma since it launched in June - the actual enrolment numbers have exceeded target enrolment figures. The response from alumni has been particularly strong.

He said that the UXDI are delighted with the response and thanked the Council members for playing a part in this success.



4. Quality Committee update

Colman explained that having a Quality Committee in place is mandated by Glasgow Caledonian University as part of the accreditation process. But that is also a much welcomed quality control to have in place for the UXDI.

“The Quality Committee defines the standards for the programme, including things like how do we ensure that we’re gathering feedback from students to ensure we’re improving our standards.

“One key phrase that we’ve been using is to ‘Document what you do and do what you document’. It’s really about creating a quality manual for the Institute, making sure that it’s updated and it’s also about the culture of the organisation.”

He explained that there are five people on the committee - he, Janet O’Sullivan and Aoife Shanahan from the UXDI along with Gary Cleere (Managing Director at Q-Validus) and Denise Leahy (Chair of Quality Committee).

He outlined Denise’s extensive background in raising standards of computer literacy in Ireland and the fact that she has been referred as ‘Ireland’s very first lady computer scientist’.

He said that the Quality Committee’s role is to work through all of the things that the Institute needs to make a position on and make explicit in its documentation. It means documenting processes and procedures so there is a clear policy in place should students raise queries during their course. This includes procedures such as data protection, intellectual property, language statement and plagiarism statement.



5. Roundtable discussion - Roadmap of future programmes

Colman recapped that currently there is one programme - the Professional Diploma in UX Design, which takes six months to complete if students follow the structured path.

He said it's a really good starting point for programmes and there is scope for many more programmes.

A new postgraduate programme is planned to come on stream next year and this will be of particular interest to people who are working in UX and may feel vulnerable because they haven't been working in it that long. And they may have started off in a different career area like web design or graphic design.

Colman said the postgraduate programme has potential to go deeper into other subject areas such as coding.

He outlined ideas for other shorter programmes that the UXDI are considering:

- Certificate in UX Design
- Certificate in Design Thinking
- Certificate in Voice UI
- Certificate in User Research

He asked Council members for their opinions on future programmes.

Chiara Henderson commented on the work that had gone into the Professional Diploma and said that the results have been phenomenal.

She recalled back in the days when she was working in online marketing, trying to convince the Marketing Director about the value of online marketing. And that the convincing piece is still very much needed when it comes to UX.



“I think a two day course on UX for business and UX for results is very much needed,” she said. “This would be geared at Senior Manager, Business level. It’s really the information that senior management need to know to make them look smart in front of people throwing these questions at them.”

Conor Normile, Head of Design at Wipro Digital, said there is a need for this type of education at middle management level too.

“I see a lot of product managers being made product owners and they have an eagerness to get this right but they need the skills to do it. And UX is one of those key skills.”

Gareth Dunlop, CEO of Fathom, said that he thinks that there is a strong need for design leadership education.

“I see it a lot in the consultancy work that I do - that senior management doesn’t trust the argument for UX that is being brought to them,” he said.

“There are two reasons for that I think. The person who is bringing the argument to them isn’t making it commercial enough for them. And often the argument isn’t being articulated well enough so that it is persuasive to senior management.”

Goran Peuc, Principal UX Designer at SAP, commented that Gareth had hit the nail on the head with this.

“There is often an age gap between senior management - who are, naturally, quite senior - and younger staff who may not be that long out of college,” he said. “One of the issues is that colleges don’t teach people to speak. They have a lot of knowledge and ideas but they have a hard time convincing management about these ideas.

“I see universities are trying to weave these skills in much more - by asking students to present and talk to the class. It is something we see over and over with new people out of college - they have ideas but they can’t really get them out effectively.”



The Council discussed the need for soft skills generally when it comes to communication and facilitation.

Frank Gaine, Design Strategy Manager at Frontend, returned to the subject of convincing senior management. He said people really do need to be persuaded and see the success in conversion.

“It’s really something that needs to be done on both fronts with UX - persuading customers and persuading managers that there are really successful conversions through UX.”

Colman said that the Professional Diploma gives an excellent grounding in the basics of UX but asked the group for ideas for courses if someone wanted to go down a vertical route.

Tansy Murray, Director CX and Design at Mastercard, said the need for content strategy is huge.

“We had been trying to find someone in this area in our company but we found most applicants were people who could write content for SEO,” she said. “For global organisations, having someone well versed in content strategy and who can adopt a voice is very difficult to hire for.”

Brian Herron, Principal UX Designer at Each&Other, agreed that this area is very important and is something that is definitely needed by Industry.

“There are many elements that come into play here - IA, content strategy and so on,” he said. “I think there’s a big market for it as well. There’s really good scope to package it up well.”

Chiara Henderson said that when it comes to agency level, there is a strong side for UX design but there isn’t a comparable match on the content side.

Dara Boland, Principal Consultant at Morgan McKinley, remarked that he had attended a UX Dublin meet up event last month that focused on content strategy and was very well attended.



Frank Gaine said that he thinks the content strategy/design area is very much in its infancy.

“I think it’s on the radar but it’s not quite there yet. I don’t know if there’s a huge market for content designers right now - it is something that UX designers tend to add on to their role.”

Chiara Henderson said it may not be a job title that people are actively hiring for in huge numbers now but it is a skill.

“And the more that you see people using that skill in their roles, the more demand there will be for it from an education side of things. There’s no such thing as staying in a job for 40 years anymore and a lot of people are self funding to do courses to upskill in particular areas.”

Tansy Murray said that her company couldn’t hire for a content strategist in Dublin recently and hired for the role in New York.

Gareth Dunlop said that it’s common to see really good digital products out there but the quality of the content is not always there.

John Dennehy talked about particular areas of industry that could be in need of specific UX education, including gaming and automotive sector.

Council members discussed scope for UX courses in areas outside of website and app development, including automotive industry, VR and medical devices.

Denis Cullinane, Consultant User Experience Designer at Dell, said there is potential for vertical courses to “get very deep into user research.”

He said that students coming out of college are very focused on usability but don’t necessarily know about the full scope of user research techniques.

He said that potentially a UX designer could go into working in any industry once they have the fundamentals of user research.



Frank Gaine added that an excellent understanding of data analysis is also very important.

Colman Walsh commented that in surveys of students who have completed courses with the UXDI, they usually made user research number one in terms of the most valuable things they learnt on the course.

Conor Normile mentioned that service design is a huge area and that UX designers are often working with companies who have complex systems and processes. So understanding service design and being able to work with service blueprints is very important.

It may not necessarily mean that UX designers also need to be service designers but they do need to have knowledge of this key area, he added.



6. Roundtable discussion - Professional Diploma in UX Design syllabus

Colman Walsh invited Members to give feedback on the Professional Diploma in UX Design syllabus - particularly any gaps or any areas that may need updating.

Brian Herron said the syllabus looked great but there were two things he would add in.

“It feels like it is very consumer focused - one area that is worth looking at is designing for power users,” he said. “UX design sometimes focuses on simplicity - but it’s not always simplicity that you have in mind when you are designing for functionality and speed.

“Things like banking apps have that type of functionality within them.”

Goran Peuc said that he has come across that scenario - where things are designed with simplicity and look awesome but they don’t work for power users’ needs.

Colman Walsh said there is a good point to this - that in UX education, we talk a lot about less time spent on software but some industries, including the gaming industry, actively want people to spend more time on their software.

The Council discussed the sequencing of some of the modules in the syllabus.

Brian Herron said that his second comment on the syllabus was in relation to Voice Interface and that it would be worth considering putting some introductory piece into the course. He said it’s particularly current as there are now so many different channels to consider when communicating with customers and users.

The Council discussed the potential difficulty of trying to incorporate everything into the Professional Diploma and talked through the value of



having different steps in the education path, such as certificates, diplomas, degrees and postgraduates.

The group said that they would really value someone who had completed the Professional Diploma, when it came to hiring UX designers.

In relation to the terminology used in the syllabus, the group discussed the use of the term software and whether that was widely understood to be websites and apps.

Gareth Dunlop said there is scope for future programmes to address business goals and stakeholder engagement, particularly so that those doing user research understand which research to do and how much to do.

7. Conclusion

Colman Walsh thanked everyone again for their time and outlined that the Council will reconvene in Q1 2019.

