

Industry Advisory Council

 Meeting report, October 2022

























Fully virtual

The October 2022 meeting was the first fully virtual session, which allowed for valuable contributions from members across time zones.



01

UX Design Institute progress report

CEO Colman Walsh provided an update on enhancements to the student learning experience, career outcomes for graduates, the new Partnership programme and upcoming Hire Our Alumni programme.

02

Embedding UX culture

“Culture eats strategy for breakfast.” as Peter Drucker famously said. In this discussion, the group debated how to extend the UX mindset to non-designers: from colleagues on teams to senior executives.

03

Accessibility in UX

Council members discussed the steps their organisations are taking to make products and services accessible. The group shared insights on integrating accessibility within the design process.



Key takeaways from the session

- **Embedding UX means speaking the languages of colleagues:** Design now has a seat at the table. But to get continued buy-in, we need to be vigilant in couching UX in terms of the business value it creates.
- **Keep real to gain traction:** While most companies are bought into the value of the design, it should be presented in a way that's tangible and relatable to those outside the discipline. One example: Jobs-to-be-Done as a framework to describe user problems, that non-designers can relate to.
- **Empathy extends to colleagues too:** We typically get better outcomes when we show the same empathy for other stakeholders that we show for customers. Understanding their priorities is the key to helping them understand ours.
- **Who owns accessibility?** While there's a strong sense of conviction about the importance of accessibility and inclusive design, one challenge is that accessibility often doesn't sit with any one owner.
- **Integrating accessibility into the design process:** As designers, we can be more intentional about baking accessibility into design methods. For example, being systematic about user testing products and services with people who have disabilities.
- **Accessibility needs to go beyond compliance:** All companies discussed being in compliance with WCAG guidelines. But there's a consensus that ticking the boxes is not enough. Greater impact is being seen in organisations that make accessibility integral to business goals: for example, where accessibility ratings are part of the target metrics for a product.



Attendees



Ronan Costello
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Analog Devices



Serra Kiziltan
Group Creative Director
Critical Mass



Jonathon Colman
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HubSpot



Owen Derby
Principal Designer
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Stephen Hassard
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