

AL TEN invites you to join our seminar:

## 'Let's talk UX Strategy'

User experience (UX) is, as the name states, all about how a user experiences your product. From the very first encounter the user creates mental models and weights the value of the product based on the experience he is having. In a split second your product is compared to others and a value is compiled. You can influence this experience and value in advance! If you would like to know how, sign up for this seminar and find out.

Our consultants see a transition in the R&D market of the incorporation of UX in the product development processes. A lot of our clients are searching for an optimal way to make full use of the benefits of UX. In this interactive event, we would like to invite you to learn and share how UX is incorporated in your product's development strategy. At AL TEN we value UX. And we are convinced that you do too.

This event is mostly interesting for CEO's, CTO's, Directors, R&D Managers, higher and middle management of innovative companies.

**Venue:** AL TEN (Capelle a/d IJssel, Fascinatio Boulevard 582)

**Date:** Thursday 16<sup>th</sup> March 2017



### Program:

- 14.00 Welcome
- 15.00 'UX as differentiator in scientific software' by Andre Jung (Shell)
- 15.45 'State of the UX Union' by Marvin Fernandes (Hogeschool Utrecht)
- 16.30 Short break with drinks and demos
- 16.45 'Let's talk Strategy' by Bert de Weerd (AL TEN)
- 17.30 'UX done Right?' by Rene Warries (Terberg) and Michael Verheijden (Vanderlande)
- 18.15 Closure
- 18.30 Dinner and drinks



This seminar is free of charge (including dinner), but we kindly ask you to [register](#) via the website in advance. Registration on short term is recommended, as there is a limited number of seats.

## PROGRAM

### ❖ *'UX as differentiator in scientific software'* by **Andre Jung, Shell**

UX is not only added value of a software or any product, but it is the actual value users appreciate during interaction with a product. This is particularly true for scientific software. The experts using scientific software are ultimately users themselves. The challenges experts have to deal with demand an even more holistic approach to UX than for products targeting the general audience. When solving complex problems the software should not be an additional load on the users mind, but rather let the expert focus on the actual work. Additional challenges arise for the user when software employs complex methodologies from other domains. These challenges should not be on the shoulders of the users, but solved by close collaboration with UX designers and subject matter experts. UX is not an afterthought, but an integral part of the design process. UX ensures that the often complex functionality of scientific software becomes usable by the customers, and not only by the experts designing the software. The presentation will highlight some examples and the surprising similarities between the design thinking process and geological subsurface modelling.

### ❖ *'State of the UX Union'* by **Marvin Fernandes, Hogeschool Utrecht**

In the early days humans had to teach the computer a language. Later on humans learned how to 'speak' the computers language. Nowadays the computer understands and speaks the human language. It is a technical innovation, that various nations, universities and armies have been investing in for quite some time. So we can expect from that technical innovation a revolutionary paradigm shifting effect on business and human interactions. 'Conversational User Interfaces' as part of a development of 'Natural User Interface' will be an important theme in the domain of Human Computer Interaction (HCI) and Human Centered Design (HCD, D. Norman). In this presentation we will dive briefly into the history of HCI & UX. After that, we will shine a light on the State of the UX Union with highlights from South by Southwest 2016.

### ❖ *'Let's talk Strategy'* by **Bert de Weerd, AL TEN**

In an interactive talk, we will look critically at our own businesses. How mature is our user experience adaptation within our product development process? By questioning where we stand, we can look forward and see the path ahead. Let's have a look at the effect of climbing a step on the ladder of UX maturity. Let's talk.

### ❖ *'UX done Right?'* by **Rene Warries, Terberg and Michael Verheijden Vanderlande**

ADAPTO won the VDI 2016 Logistics Innovation Prize. Behind that success was an agile team that put emphasis on UX from day 1. UX demands influenced how our project was organized and was an important catalyst in creating a highly \*decoupled\* distributed architecture.

We found that working iteratively is a very important aspect of User Experience Design. It is impossible to create the 'right' product without gathering feedback from users, but also from internal stakeholders. During the presentation we will explain who these stakeholders are, how to gather feedback efficiently and how to effectively use this feedback to iteratively improve your product during development.

## BIOGRAPHIES

**Andre Jung** leads the development of the sedimentological rock modeling module for the JewelSuite Subsurface Modeling software, a joint project of Baker Hughes and Shell. As subject matter expert (SME) in an agile SCRUM environment he collaborates closely with UX designers, product owner (PO) and developers in designing the user experience and interface for (geo)statistical modeling methodologies. Previously, he worked as a researcher at Stanford University (USA) and created a toolkit enabling users to focus rapidly on the important aspects when dealing with complex data and high uncertainty. During his PhD at University of Tübingen (Germany), he built a visually driven web application for efficient interaction with large amounts of geological data. Additional to his current job, he serves as an adjunct lecturer at two universities (Germany, Netherlands) helping students to understand the meaning of geoscientific methods.



**Michael Verheijden** is an user experience designer who enhances the usability of software products. What makes his job fun is the combination of working with people as well as working with technology. On the one hand you must do research to learn about user behavior, while on the other hand you must be able to translate the requirements you discover into working and realizable software. Working for Vanderlande has allowed him to work on products that are used in very diverse business areas, ranging from mobile applications used on airports to planning and monitoring software used in warehousing. Because of this diversity, he needs to design for low-skilled workers, who might have trouble reading, as well as highly educated planners that need to create a very specific and detailed planning for complex warehouse operations. In short: "A very fun challenge!"



**Rene Warries** - Originally trained as a mechanical engineer Rene has evolved into an experienced (and certified) Software Architect with over 20 years of experience in large scale material handling and logistics software projects that employ an asynchronous distributed architecture. In the last decade he has learned to embrace developing fat C#/.Net clients built on top of Java back-ends. The lessons learned in this hybrid environment were used in the "nearly-all .Net" ADAPTO project allowing for decoupled UX development. Rene is now working as a System Architect at Terberg Benschop for the development of the autonomous yard truck AutoTUG™.



**Bert de Weerd** is senior user experience consultant at AL TEN Technology. In 2006 he moved from user interface engineering to interaction design. Working for clients as IKEA, KLM and Koninklijke Bibliotheek he contributed in the role of interaction designer to successful projects. From 2008 he worked as CX/UX lead for an online software suite for businesses to track workhours, plan resources and handle invoicing. Since 2015 he works for AL TEN as UX evangelist and senior UX consultant at Deltares.



# Invitation



**Marvin Fernandes** is UX Concept & Design Thinking Consultant and Lecturer & Liaison Manager @ University of Applied Science, Utrecht. He studied Architecture & Product Design in Rotterdam and graduated from the faculty Art, Media & Technology (Utrecht) with a specialization in Human Computer Interaction & Design.



During his career he invented digital products and services in which he combined the usability of things with the needs of people. At the end of the 90's, Marvin was successfully experimenting with internet startups. After that he worked as a consultant in the digital department of several consulting agencies such as DDB. He handled accounts for Samsung, Philips, Vodafone, Randstad, ING, FBTO and many more, providing them with concepts, vision and advise.

At the moment Marvin is lecturer at Hogeschool Utrecht and developed parts of User-Experience-Design and the Concept & Design(Thinking) pathways. He activates young talented professionals which he loves to do. Besides that he hopes to create an 'Urban Farm' on the roof of the University.