



UX  
Design  
Institute

# Industry Advisory Council Meeting Minutes

March 27, 2019



## Industry Advisory Council



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The UX Design Institute's third Industry Advisory Council meeting took place on March 27, 2019, in the Sky Suite, Radisson Blu Royal Hotel, Dublin.

The aims of the meeting were to:

- Give members a progress report since the last meeting
- Update members on the quality committee with Denise Leahy
- Have a roundtable discussion on the roadmap of future programmes
- Discuss any other business

**The Industry Advisory Council members in attendance were:**

Colman Walsh, Founder and CEO of the UX Design Institute  
Garry Cleere, Managing Director at Complivero  
Denise Leahy, Associate Professor of Computer Science at Trinity College Dublin  
Anthony Quigley, Founder & Director of the Code Institute  
Conor Normile, Head of Design at Wipro Digital  
Ronan Costello, Senior Manager, Digital Platforms at Virgin Media Ireland  
Gareth Dunlop, CEO at Fathom  
Frank Gaine, Lead Designer at Frontend.com  
Dara Boland, Associate Director at Morgan McKinley  
Tim Bicknell, CX Consultant  
Mark Mulhall, Senior Product Designer at Distilled SCH  
Brian Herron, Principal Designer & Director at Each & Other  
Lynne Doran, UX Researcher at Hubspot

**Industry Advisory Council members not in attendance:**

Tansy Murray, Director of CX and Design at Mastercard  
Chiara Henderson, CX Consultant / former Head of Customer Service (EMEA) at Slack  
Ruairí Galavan, Senior Manager, Product Education at Intercom  
Goran Peuc, Principia UX Designer at SAP  
Denis Cullinane, Consultant UX Designer at Dell Technologies



**Lynne Doran**  
UX Researcher  
Hubspot



**Tim Bicknell**  
CX Consultant



**Frank Gaine**  
Lead Designer  
Frontend



**Denise Leahy**  
Associate Professor of  
Computer Science  
Trinity College Dublin



**Brian Herron**  
Principal Designer  
and Director  
Each&Other



**Ronan Costello**  
Senior Manager of Digital  
Platforms and Services  
Virgin Media Ireland



**Dara Boland**  
Associate Director  
Morgan McKinley



**Gareth Dunlop**  
CEO  
Fathom



**Conor Normile**  
Head of Design  
Wipro Digital



**Mark Mulhall**  
Senior Product Designer  
Distilled Schibsted



**Garry Cleere**  
Managing Director  
Complivero



**Anthony Quigley**  
Founder and Director  
Code Institute



**Colman Walsh**  
Founder and CEO  
UX Design Institute



## Council summary

### 1. Welcome

Anthony Quigley welcomed everyone to the third Industry Advisory Council of the UX Design Institute and thanked them for their time in attending. He introduced the agenda for the meeting before handing proceedings over to Colman Walsh.





## 2. Progress Report

Colman Walsh began by remarking that progress for the UXDI since the official launch of the Diploma course in June 2018 has been steady and demand for UX education has proven to be substantial, with student acquisition goals having been met and exceeded.

He then introduced the council to Tim Bicknell, a CX consultant taken on by the UXDI to improve both the on-boarding and in-course experience for current and future students.

Tim spoke to the council about his background before providing a progress report.





### **Tim Bicknell's Customer Success progress report:**

Tim's Customer Success plan is a three-fold continuous process that is designed to deliver ongoing support, encouragement and momentum for students. The plan includes:

- A high-touch on-boarding process
- Proactive in-course communication
- A memorable graduation experience

Following Tim's update, several of the Committee's members agreed on the importance of intervention and ongoing open communication with students to gauge progress and maintain momentum.





### 3. Quality Committee update with Denise Leahy

Denise Leahy, Associate Professor of Computer Science at Trinity College Dublin, known as 'Ireland's very first lady computer scientist' with an extensive background in raising standards of computer literacy and member of the UXDI Quality Committee updated the council on its progress.

Following the last Industry Advisory Council meeting, a Quality Committee was established consisting of Denise Leahy, Garry Cleere, Janet O' Sullivan, Aoife Shanahan and Colman Walsh. Denise updated the members on the Quality Committee's progress.

Denise noted that to date, three quarterly Quality Committee meetings have been held and that meetings will continue to be held four times a year, as quality assurance is an ongoing process. The meetings so far have discussed the creation and work on a quality assurance manual for the UXDI.

As was documented at the last IAC meeting, one key phrase that has been used is 'Document what you do and do what you document'. The manual sets out the quality standards for the entire organisation under headings including but not limited to:

- Quality Assurance Policies
- Procedures and Guidelines for the Design and Validation of New Programmes
- The UXDI Students' Charter
- Report Form of Exam Board
- Privacy Practices

Denise stated that "We decided that our focus in the Quality Committee was that if it's an internationally defined standard, we have to maintain the standard. Quality isn't the once off, it's ongoing and it's important and in order to do that, a culture of quality has to be established and maintained and that was universally agreed."

The quality assurance manual is a work in progress and shall be reviewed at the next meeting.



## 4. Roundtable discussion - Roadmap of future programmes

Colman opened the roundtable discussion by recapping that currently there is one programme available to students - the Professional Diploma in UX Design, which takes six months to complete if students follow the structured path.

Given the demand for UX education, Colman talked about his discussions with Glasgow Caledonian University about the possibility of launching a range of more short form courses that go deeper on certain topics. These courses could be stand alone certifications, or if combined together could form a pathway for students to higher levels of certification. For example, if the shorter courses were credit rated, each one could count towards a formal degree in UX Design.

Ideas for what these courses should be were researched from various sources including:

- Ideas from Advisory Council (Sep 2018)
- Ideas from Taskforce (a sub-committee of the IAC) (Jan-Mar 2019)
- Classroom alumni surveys (2016-2018)
- UX Switch survey (2019)
- Competitor/industry benchmarking

Brian Herron commented that there exists a large number of potential students who are still in the early stages of considering a career in UX and the UXDI might be better served focusing on them first ahead of more advanced interests.

Anthony Quigley noted that in order to identify, establish and maintain a clear position as the definitive leaders in UX education, course topics ideally should be aligned with what world class technology companies are looking for in potential UX employees.

Frank Gaine makes the point that to be leaders in UX education, we need to provide more in the way of education beyond solid foundations;



“I think that the job descriptions that are covered by Google and Amazon are covered by the basics for sure but being a better practitioner and inevitably satisfying the curiosity and the ambition of somebody to become a better designer also needs to be addressed. It's this virtual circle of we educate you, hopefully you get employed, we re-engage you and we educate you again and kind of get you around a couple of times. It's much easier to acquire a customer that you already have than a new one for example. I think we're at the stage where let's do the fundamentals brilliantly and have a plan for the future.”



Brian Herron, Principal Design & Director @ Each&Other

Dara Boland adds that shorter, standalone topics might appeal more to people looking to broaden knowledge on more specific topics rather than diving into a longer, more diverse course, especially from a B2B perspective.

Frank agrees and adds that from a B2B perspective, companies will be listening to what their employees want to learn and some of those course titles might spark their interest. There's a desire for people to future-proof themselves.



Ronan Costello of Virgin Media Ireland, notes that the appeal of some of these single deep dive courses would be far ranging. He has noticed more and more non-technical people at work expressing interest in voice UI, smart home technology and more as they look at different propositions and some of these proposed courses, even if they are just introductory could be appealing to non-UX professionals to give them confidence in certain areas.



Anthony closed the roundtable discussion by noting that all of the discussion comes down to closing skills gaps across all digital industries and how that can be achieved. It's about finding the UXDI's place in that mission. He thanked the members for their participation.

## Conclusion

Colman thanked everyone again for their time and outlined that the Council will reconvene again in 6 months time.