6 great UX design talks you can watch online

Recorded at the recent Interact 2017 conference, hear about digital design from Deliveroo and Monzo – and about finding humanity and good in UX design.

In October, specialist UX agency Nomensa held its fourth annual conference at the British Museum in London. We couldn't attend as we were at Adobe Max 2017 in Las Vegas, so we're really pleased that Nomensa has just posted many of the talk on YouTube, which we've collected here.

Under a broad theme of 'Designing the Future', the talks cover a wide range of topics related to UX – from practical examples of how UX happens in growing service-led businesses to more inspirational discussions on how digital design can be used in the healthcare industry to improve lives and insights into how people really think and behave.

First off, consumer psychologist Kate Nightingale says that despite years of UX practice, designers often still misunderstand how people think. Here she details examples of how psychology is used in advertising, marketing and UX to guide people towards a particular action or way of thinking.

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Product design lead Phu Ly from takeaway delivery company Deliveroo discusses how multiple product teams split across multiple countries work together to produce a service that aims to be simple and easy for users, riders and restaurants.

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Ruby Steel from consultancy Smart Design talks about how design and UX impacts healthcare. She focusses on their work

with Mycarematters, an online service that gives users free access to healthcare professionals.

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Vuokko Aro gives an insight into the design of the UX of Monzo, a smartphone-only ‘challenger bank’ that has been so popular there’s a six-week waiting list to sign up for an account.

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In her talk, Ann Longely asks ‘Can Design Save the World?’, drawing on her work as the director of digital transformation at the DEC (Disaster Emergency Committee).

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Lastly, Sam Munton from Nomensa does a bit of future-gazing, imagining what ‘hyper-connected’ homes and cities will be like when everything around you can communicate with everything else (sounds a bit Black Mirror to me).

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