



## THE COURSE

# The Future of UX

CHRISTOPHER LEE BALL

The craft of user experience, like most digital disciplines, is constantly in flux. “Users” are fickle, their expectations evolve, and the very definition of “experience” has to take into account an ever growing set of touchpoints. Predicting what the UX designer of today will look like tomorrow is a difficult task, but not impossible. What, then, is the future of UX? With the daily arrival of new technologies, new formats, new experiences, what’s on the horizon for the craft of UX tomorrow, in a year, in a decade? What themes will remain consistent and what new modes of human experience will change everything? And what does this mean for the processes, tools, and techniques forming the bedrock of UX design?



training

Christopher  
Lee Ball—  
UX Director &  
UK Head of UX  
DigitasLbi



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## The Future of UX

In this half-day workshop, Christopher Lee Ball will explore emerging technologies poised to fundamentally change the way we interact with our world, and how we'll need to evolve as designers to adapt. We'll look at new UX methodologies, tools and techniques, and explore seven key themes already changing the way we approach UX. By the end of the session you'll have designed your own future-proof user experience by peering through the looking-hole into the next decade of innovation.

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### LEARNING OUTCOMES

**By the end of this workshop you will:**

- Understand new challenges facing users, businesses and technology
- Recognise new innovations requiring evolved ways of design thinking
- Be able to rethink definitions of “user” and “experience”
- Have the tools and techniques to evolve your UX craft, from ideation to prototyping
- Know how to use the seven dimensions of future UX in your own design thinking
- Be able to talk confidently about the future of experience design to clients and your design teams

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### SUITABLE FOR

- Anyone with an understanding of UX but with a desire to learn more
- UX designers, creatives interested in future technologies
- Strategists and planners interested in learning more about digital experiences
- Digital designers

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### YOUR FACILITATOR

Christopher Lee Ball cut his design teeth creating new digital products for Thompson Reuters in New York City. After earning a masters in film theory in London in 2006, he was one of the lead designers of the YouView (nee Canvas) IPTV platform for the BBC and its partner broadcasters. In 2009 he joined DigitasLBi, where clients have included Virgin Atlantic, BT, AstraZeneca, Cunard, Renault, and Nissan. He is currently a director and head of the DigitasLBi UK user experience team.

In his spare time Christopher writes fiction and dabbles in film production, some of his short documentaries have been commissioned directly by the BBC. His passion is storytelling and crafting meaningful journeys for his clients and customers. Christopher holds degrees from Columbia University and University College London.

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### CONTACT

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