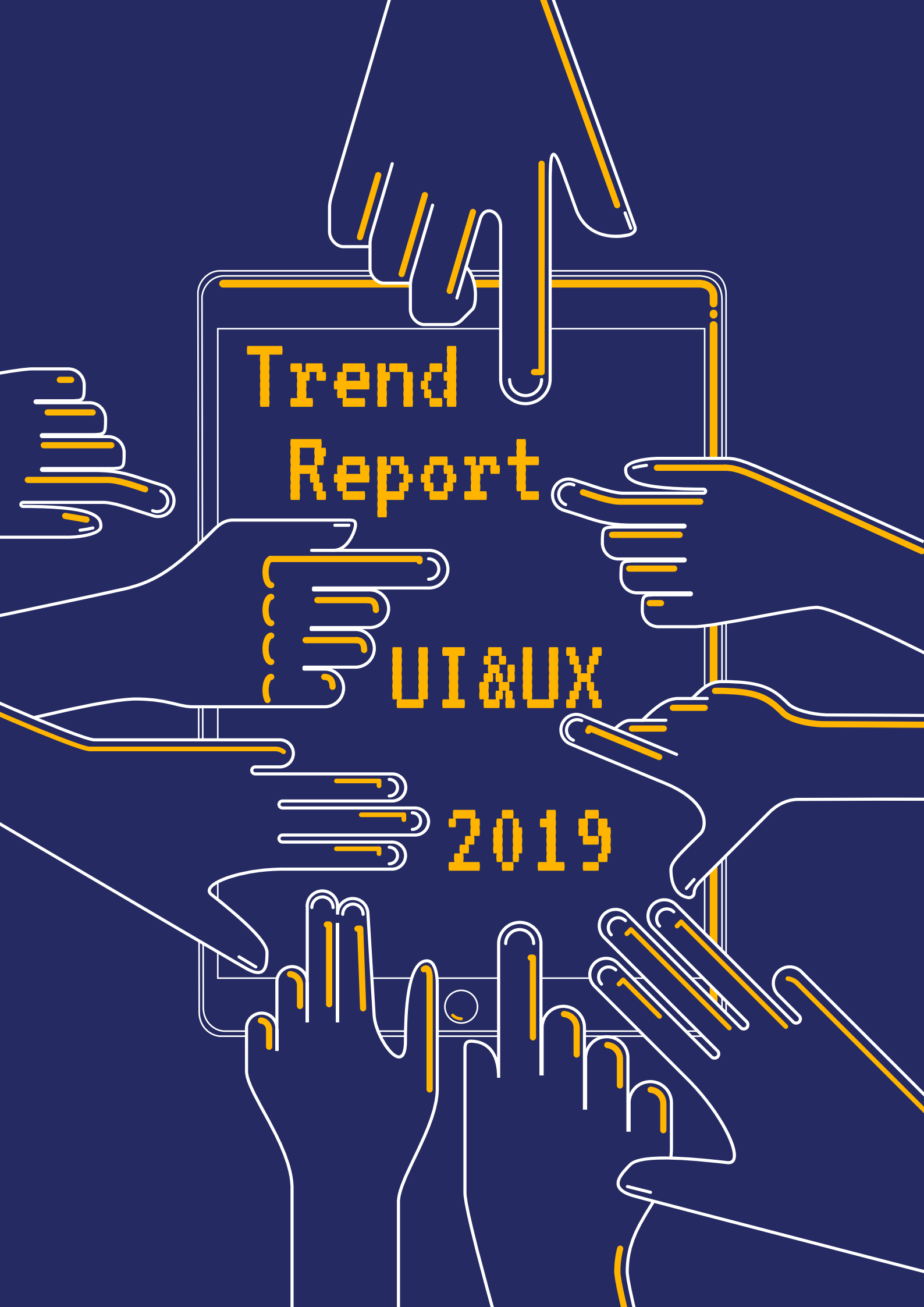
Trend
Report
UI&UX
2019

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#ABOUT the UX TREND REPORT

What you NEED to KNOW about this STUDY

Why

In general, the interest in UX has been increasing in the last few years, recently more than ever. Within the next year, UX will change immensely and will continue to grow exponentially. As a result, UX will play a crucial role in almost every industry and sector and will therefore concern everyone, being a major part of everyday life.
UX will incorporate other disciplines and fields of expertise such as psychology to achieve the best possible outcome. The aim of the UX Trend Report 2019 was to find both micro and macro trends in UX as well as new approaches of how UX can be applied.

Who

The UX Trend Report 2019 is administered by youspi Consulting who offer services for businesses ranging from strategy development and design to problem and customer analysis.
10 years ago youspi also founded the World Usability Congress. At the World Usability Congress 2019 over 30 international design leaders were interviewed. In addition, more than 150 experts participated in an online survey.

How

Prior to the UX Trend Report, detailed literature research was conducted. Furthermore, know-how and background information from studies on future developments was incorporated and integrated in the report. The interviews, which are part of the report, took place in the form of extensive conversations with numerous experts across different disciplines from all over the world.
The information taken from these interviews allows us to compare different points of view on trends and UX. Finally, the results of an online survey based on the World Usability Congress 2019 interviews were analyzed and interpreted by experts.

Editorial STATEMENT

from Hannes Robier | youspi

User Experience is set to change more drastically over the next two years than throughout the entire past decade. This significant development will be driven by technical achievements, as well as the increasing interest in and demand of human-centered design. Based on these two driving forces, numerous future trends were identified and described by experts and leading professionals. UX will be indispensable for our everyday life, resulting in a major living standard improvement globally. This trend report was not only created to showcase the importance of UX throughout all industries, but furthermore to start a conversation about fundamental UX education opportunities for the coming years. Given that the field is still such a young discipline, we have to define our position in the industry and create a common understanding of what it means to be an UX expert.

- It is more than design
- It is more than UI

Indeed, it is a life changing process, an innovation in product development and a holistic human-centered design approach, initiated to facilitate life in all aspects. UX is here to stay and will cause radical changes across almost all industries and sectors within a short period of time. Overall, user experience will grow exponentially and impact our society on a global level.
The World Usability Congress annually provides a platform to promote collaboration between experts from different sectors and industries.

Help us share this UX trend report, drive more awareness for the field and share a joint vision of what to expect in the upcoming years.

Hannes Robier

Company: youspi
Position: CEO youspi, Senior User Experience Designer

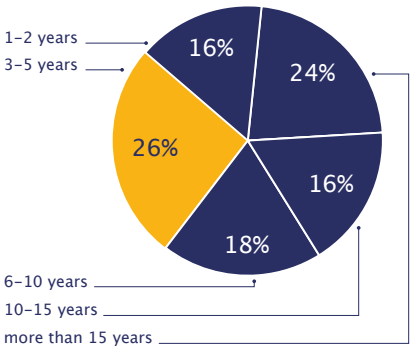
Hannes Robier is founder of the UX agency youspi GmbH. He has worked in the field of User Experience, Customer Experience, Usability and Service Design for more than 15 years, consulting organizations of all sizes and various industries. He developed and leads the first „Design Management“ course in Europe.

#ABOUT the UX TREND REPORT

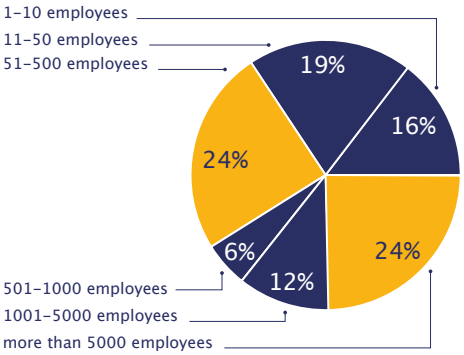
The WORLD USABILITY CONGRESS Survey

This survey was conducted by the World Usability Congress to evaluate possible future trends and to discuss important questions in the UX scene. In total 188 designers, strategists and UX evangelists participated and shared their knowledge on how the future of User Experience might look like.

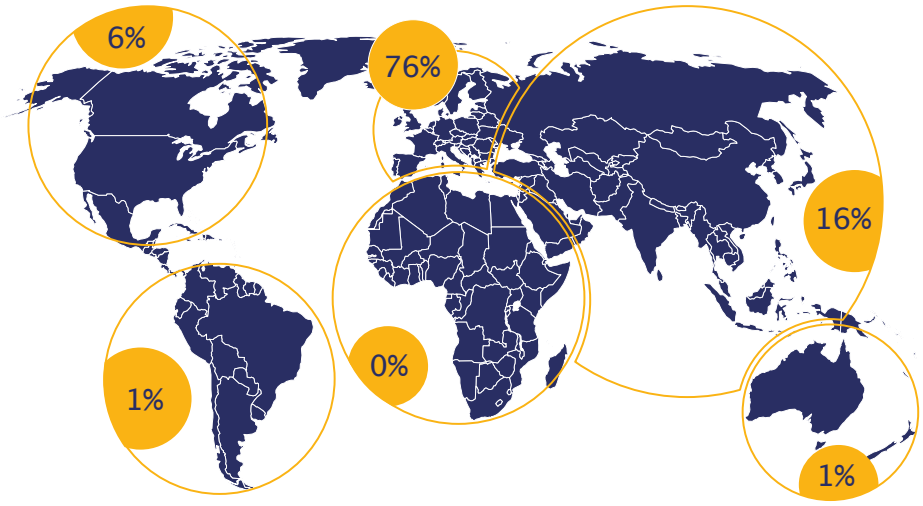
Level of Expertise

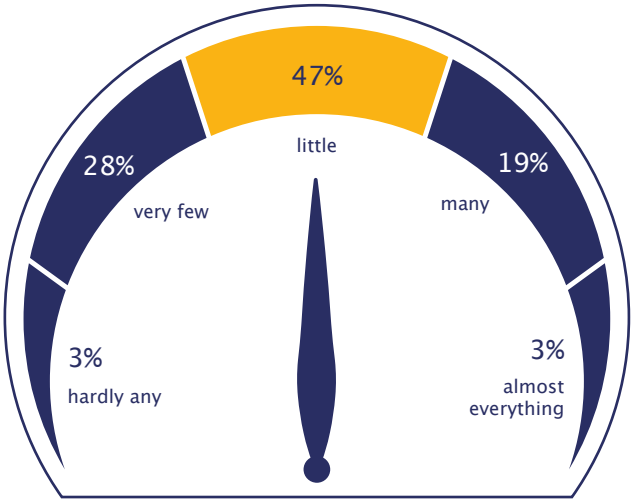


Company size (employees)

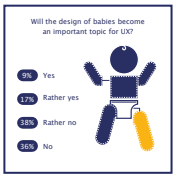


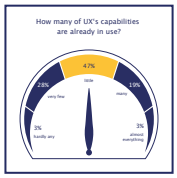
Origin of participants:

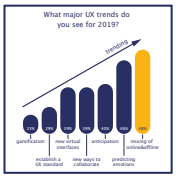


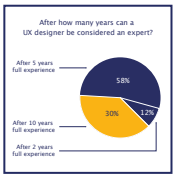


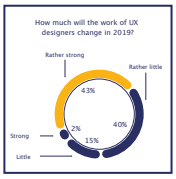
How many of UX‘s capabilities are already in use?

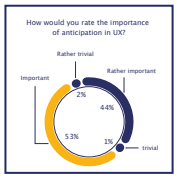


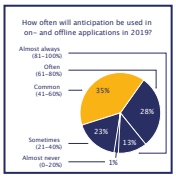


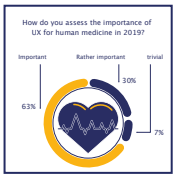


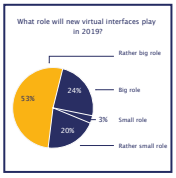


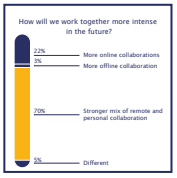


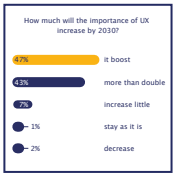


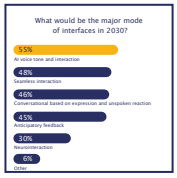


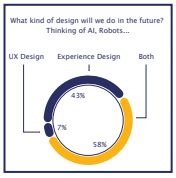


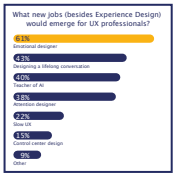


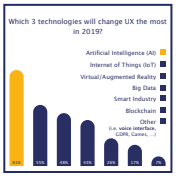


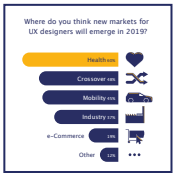


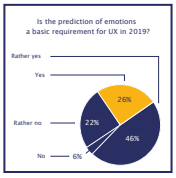


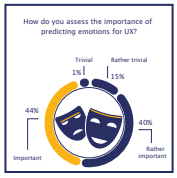


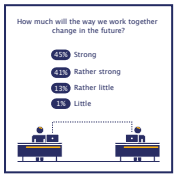




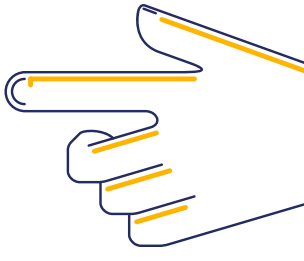




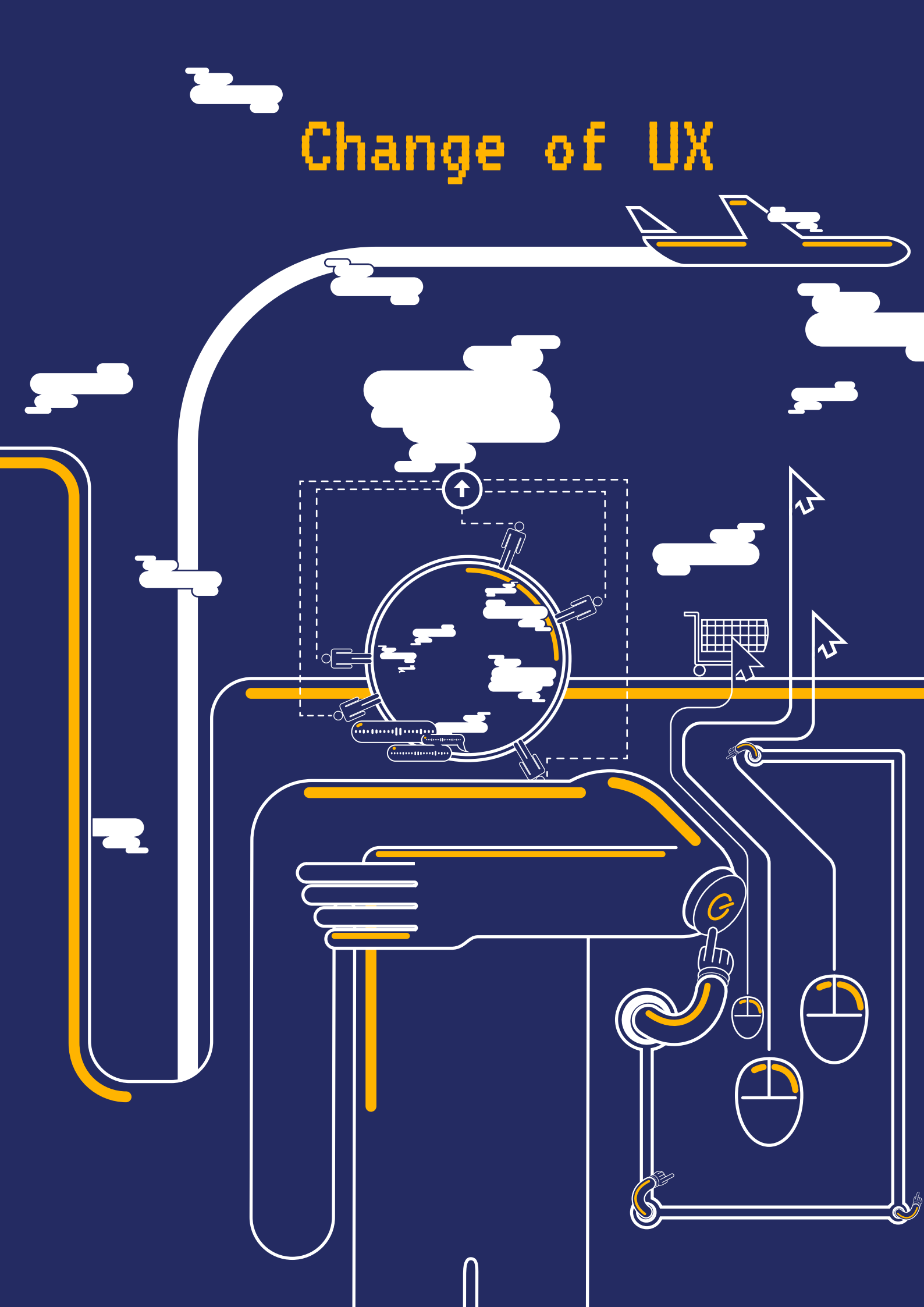




You'll find every chart throughout the UX Trend Report 2019. Keep on browsing if you want to know how some of your fellow colleagues from around the globe answer similar questions.



Change of UX



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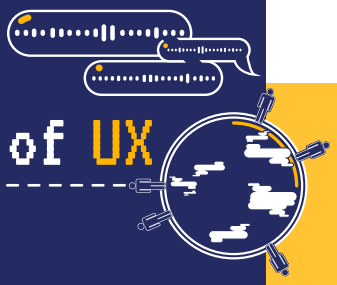

CHANGE of UX

Use Case

Direct contact between teachers and students is no longer necessary. Smart teaching software and intelligent educational programs can precisely determine the learning pace of each individual student. Additionally, the curriculum content can be customized to suit pupils.

Interview with Mads Soegaard | Interaction Design Foundation

Dark PATTERNS overshadowing UX

Interview conducted at the World Usability Congress
October 17th, 2018

- Designers are complicit in employing ethically grey practices called dark patterns.
- UX is increasingly stable because its foundations are unchanging.
- The medium through which UX is delivered, i.e. technology, is constantly changing.
- UX education is designed like a tech product.

Where do you think the UX Trends are moving in 2019?

Mads Soegaard » One topic that will become increasingly relevant in 2019 is the role of ethics in design. In 2018 we have witnessed a series of ethical scares. These issues highlighted how designers are and have always been complicit in employing ethically gray practices to entice users to do things they would not otherwise do, such as revealing more personal information or spending more money to get free shipping. Dark patterns – as these practices are often called – are not new. The only thing that has changed is consumers becoming more aware and skeptical of companies and products. This also means that designers and companies who take the stand against unethical design practices can create a new form of competitive advantage. In 2019 and beyond, trust will become a factor in determining a product's success. «

What do you think about UX in general, and how it will change in the next 10 years?

» UX seems to be constantly in flux, but in fact it is incredibly stable over the years. This is because the foundations of UX, i.e. design principles and human psychology, are unchanging. The way our brain works, how we automatically like and dislike certain things, is hardwired and immutable. The key to creating great experiences is based on these psychological principles as well as design principles. What is changing over the years is actually technology, i.e. the medium through which UX is delivered. As technology changes, UX designers have to adapt their approaches but the underlying principles they employ are more or less the same, such as aesthetics, usability, accessibility or intuitive interactions. «

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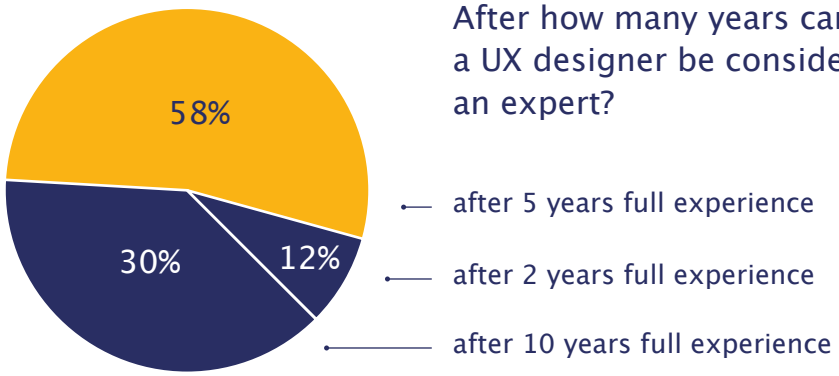


This survey was conducted during the World Usability Congress 2018.

What are the current trends in UX education?

» UX education is increasingly designed like a tech product. There are pros and cons to this trend. For one, being designed like a tech product means education is now more bite-sized, easily digestible, and user-friendly. After all, few people enjoy excruciatingly challenging, 2-hour lecture-style lessons. This is great to learners, because when education no longer becomes a chore, we learn better. On the flip side, this means things also tend to look sleek and smooth, even though the content barely scratches the minimum requirments of an education. This means learners need to have a keen eye on the curriculum, and whether it truly helps build a strong UX career when they decide on a UX education provider. On a less cheery note, in recent years popular portfolio and showcase sites have created a misconception of what "UX design" means. Many newcomers to the field have the impression that pretty pixels are what UX design means. This couldn't be further from the truth. UX design is about the process, not only the end result! So part of UX education has changed to re-orientate newcomers and resolve misconceptions like this. «

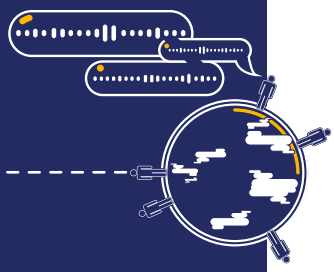
Many newcomers to the field have the impression that pretty pixels are what UX design means. This couldn't be further from the truth.

Mads Soegaard

Company: Interaction Design Foundation
Position: Co-Founder, Editor-in-Chief

Mads Soegaard is currently Editor-in-Chief at The Interaction Design Foundation, which specializes in education and career advancement for designers. Previously, Soegaard worked at The Danish National Technological Institute, the eBusiness Think Tank of Daimler in Berlin and as a lecturer at the Department of Information and Media Studies at the University of Aarhus, where Soegaard has also been a PHD student at the Department of Computer Science.

The Interaction Design Foundation gives the readers of the UX Trendreport 3 free months of learning.



Interview with Russ Wilson | Google

The PROSPECT of AI and MACHINE LEARNING

Interview conducted at the World Usability Congress
October 17th, 2018

- We need to design products for everyone.
- The UX industry is growing and the pressure to deliver is increasing.
- There is no fixed place for UX yet.
- AI is essential to anticipate what the user needs and plays a big role in automating.

In which direction is UX developing?

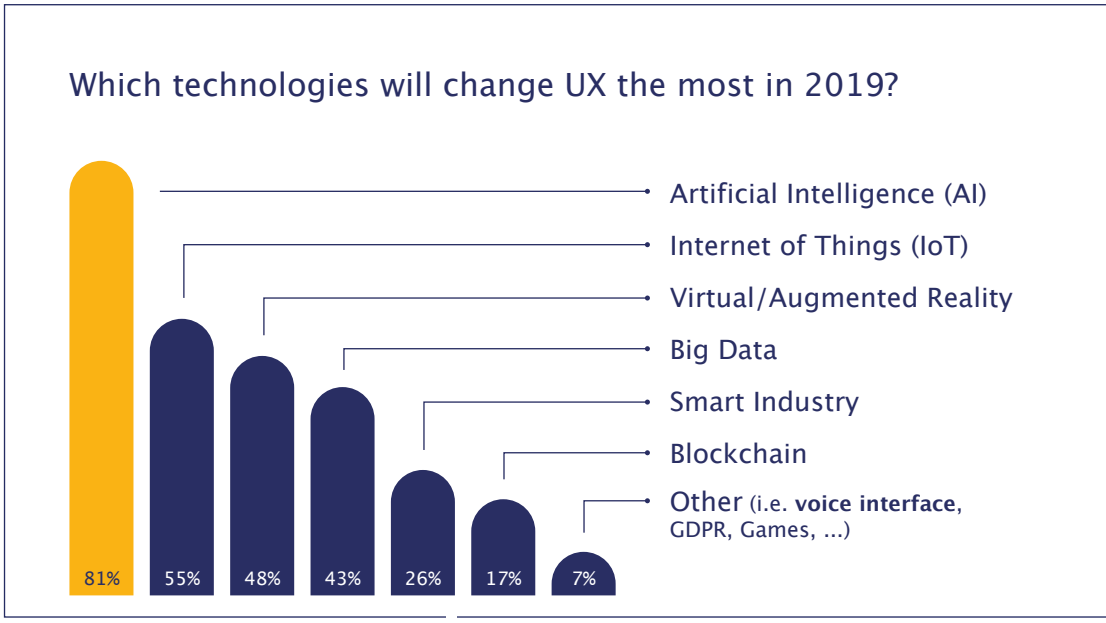
Russ Wilson » A big topic is AI and machine learning – how can we apply AI to improve the experience in other products? For example, how can we automate things through AI for the user or better recommendations to anticipate what the user needs? Another trend would be inclusive design – being more thoughtful about how we design products for everyone: people with disabilities, in other cultures, with other languages... We need to start designing for the world. A problem we are dealing with is the pressure to deliver fast: how do we do great design in that context? In software there is that sentiment that we can change it later. That way we keep shipping less than ideal products. We have to find a way to do good UX in the context of being the first on the market. It makes our job harder that people are willing to put up with bad products. «

> We need to start designing for the world.

Can you give an example of UX based on machine learning?

» Say we have a product where the user has to configure a lot of things. We now use machine learning to preconfigure everything and the user can change it but most of the time it works for the user. We save them all that effort. «

→



This survey was conducted during the World Usability Congress 2018.

What will be different next year?

» There is more pressure on us than ever before. Companies now believe UX is important, so they spend a lot on it. They start to wonder if it is a good investment and they want to see results. A lot of CEOs will say within the next year: "Where is my super power UX that I put all this money into?" We will have to show the progress for that. «

There is more pressure on us than ever before.

Is UX becoming more user-centered?

» We know working with customers is important. It surprises me how many are not doing it. I helped a health care company with a particularly good product. Their designers spend a lot of time in emergency rooms watching how the doctors are using their product. It is the exception unfortunately. «

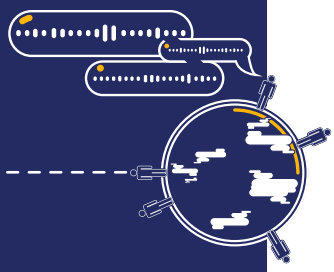
What is important when we look into the future of UX?

» I struggle with where UX belongs. The problem is there is no consistency, no agreed way of doing it. UX is scattered all around and no one knows where it should go. Every big company strug-gles with it. I hope I can play a role in changing that. «

Russ Wilson

Company: Google
Position: Director, Cloud UX

Russ Wilson joined Google as Director & Head of Design for Google Cloud Platform in March 2016. He joined Microsoft in December 2013 as a Partner Director and Head of Design for Business Intelligence, a collection of products and services that enable users to visualize data, share discoveries, and collaborate in intuitive new ways. Prior to Microsoft, Russ was the founder and Director of IBM's Mobile Innovation Lab.



Interview with Bruce Horn | Consilient Labs, Inc.

The SYNERGY between USER and SYSTEM

Interview conducted at the World Usability Congress
October 17th, 2018

- The system will initiate and suggest, resulting in mixed initiative.
- AI will be able to reproduce numerous abilities of people.
- A mechanism of trust must be established in UX.
- A shared model between user and system is created by extreme personalization.

In which direction is UX heading?

Bruce Horn » The biggest thing that is going to happen is extreme personalization. The system will have an understanding of you and what you know. The point is to have enough of a shared model between you and the system that you don't have to do much to communicate what you want. The second part is called mixed initiative. The system is going to do things on your behalf and initiate things, ask you questions, suggest things. It will have an idea of your goals. Since there will be many devices that will be working on your behalf, it is going to be hard for UX because it is going to be spread a lot. «

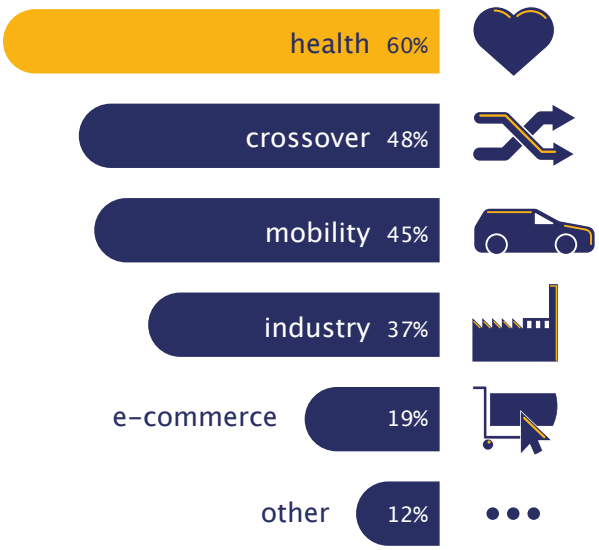
AI is going to influence everything going forward.

Which technologies influence UX most at the moment?

» AI is going to influence everything going forward. Eventually, it will be able to do a lot of what a person can do. So far AI has provided really good speech recognition and is involved in the understanding of what your intent is. It already has changed UX if you think about Siri or Alexa. «

→

Where do you think new markets for UX designers will emerge in the year 2019?



This survey was conducted during the World Usability Congress 2018.

So, AI is the fundament of all development in UX?

» It is fundamentally going to change how UX is. It is going to be less about the user experience and more about some sort of intelligent agent on the other side of the interaction. It is a matter of shared context between you and the system, that is the future. «

What is the perspective for 2030?

» Finding out what is authentic and real is going to be huge in 2030. We have to design authentication and verification from the very beginning of content creation. There has to be a mechanism of trust like Blockchain where it is hard to fake. If UX is showing you what is going on in the world, you have to know where it is coming from and if you believe it. «

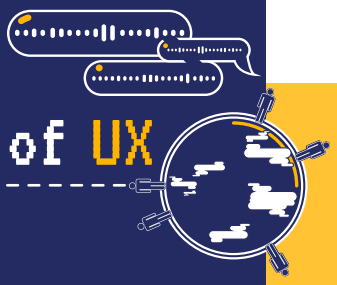
UX is consumer oriented, should it take the whole person in consideration?

» UX is all about understanding how people work, helping them achieve something. It is hard to talk about UX because it is basically everything – how we interact with the information world. I think UX will disappear. «

Bruce Horn

Company: Consilient Labs, Inc.
Position: Co-founder and CTO

Bruce Horn is an Intel Fellow and Chief Technical Officer for the Saffron Technology Group at Intel. He is responsible for driving new applications and uses for memory-based reasoning. Horn is most widely known for his work at Apple, where he created and developed the Macintosh Finder. He began his career as a member of the Learning Research Group at the Xerox Palo Alto Research Center, where he contributed to several implementations of the small talk virtual machine.



Use Case

Prior to purchasing a car, the user researches information online. Based on the stored data, the user obtains an optimized and personal consultation in choosing a vehicle upon entering a car dealership. This process of anticipation occurs fully automatic.

Interview with Oliver Pitsch | Trusted Shops

A NEW Thing called: Applied ANTICIPATION

Interview conducted at the World Usability Congress
October 17th, 2018

- The autonomous driving industry will change user experience.
- Using glasses instead of smartphones to get information avoids disruption.
- ROPO – Research Online Purchase Offline.
- UX needs to attract more people with linguistic skillsets.

Which trends can you identify for 2030?

Oliver Pitsch » The autonomous driving industry is going to change a lot of the user experience in the future. When you take the bus and there is no driver in it, certain challenges arise: Who calls the ambulance if something happens in the bus, not on the road? Another trend I see is augmented reality. Look at how Apple is trying to merge reality with additional information with ARKit, for example. It doesn't really work on the iPhone because you have to put it somewhere to see additional information. But as soon as we can picture something like Google Glasses for the masses and it works out, you always have this virtual layer with you and it is not disrupting your flow. «

> Take a car for example: you want to drive it, feel it, smell it… but you want to do the research online.

Do we really need glasses when we have smartphones?

» Yes, because you need to disrupt whatever you are doing to get the information. You have to pull out your smartphone, open the corresponding app and put it somewhere. As soon as this friction is removed, and you can actually wear the device you will do that more often. The reason why we don't use it now is because we don't want to look silly standing in the store filming the products. «

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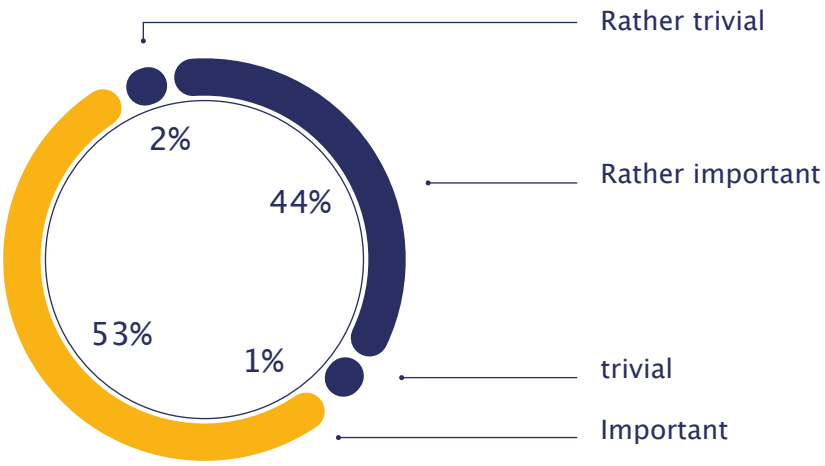
How would you rate the importance of anticipation in UX?



This survey was conducted during the World Usability Congress 2018.

Will that change the way we are shopping?

» Definitely! There is a trend called ROPO – research online purchase offline – that happens a lot for really big products.
Take a car for example: you want to drive it, feel it, smell it… but you want to do the research online. And now we can add all this information at the point of retail as soon as you enter the car dealer's. But you don't use it yet; you take the brochure and look at the pictures. I think that will change. «

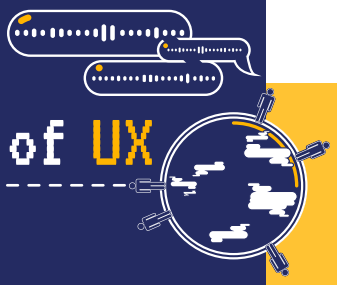
What does this mean for the skills of UX designers?

» The skillset inside a UX team is rapidly expanding. When I started in UX design you either came from graphic design or psychology. We just hired our first linguists because we are working with content strategy. We now need to attract not only the users of the software, but also the CTOs in the world to tell their developers to use our platform. It is a whole new level of experience you need to attract these different people and it is not in the field of design or in psychology, it is more in linguistics. «

Oliver Pitsch

Company: Trusted Shops
Position: Head of User Experience & Quality Assurance

Oliver Pitsch is Head of UX & QA at Trusted Shops in Cologne, Germany. He is a UX professional with more than 10 years of experience in the field. Prior to joining Trusted Shops to build an entire UX process and implement it in the existing teams he was the CEO and co-founder of Reputami.com, which was acquired by eKomi in 2015.



Use Case

Based on data stored from the online behavior of customers, the user's personal preferences will be obtained and anticipated. The customer's current emotions are also taken into consideration. Subsequently, fashion stores prepare and arrange special offers, which the user can experience with the help of virtual reality glasses.

Interview with Julie Kennedy | Saint-Gobain

What UX DESIGNERS should bring to the TABLE

Interview conducted at the World Usability Congress
October 17th, 2018

- Specialists from other industries will join UX teams.
- It is important to collaborate and engage with customers in the UX industry.
- Developing skills around design principles is essential.
- User research must be integrated in the design process.

Which trends can you identify for 2030?

Julie Kennedy » Right now, sustainability is big, so electric cars are going to be commonplace by 2030. Your car is going to be connected with everything else that is going on; I think we will see much more IoT (Internet of things) over this time. UX can't ignore what is going on globally as well. Coming from the UK, the fallout from Brexit is going to be interesting. London is known as a real hub for design, is that going to change? Will it be harder to attract designers from overseas? We are going to see changes in team structure and how designers work as well. «

> You need people who are specialized at what they do as opposed to one person who can do a whole range of things.

How does a global trend change a UX team?

» We will see more specialisms come out. People from other industries who are specialists in voice for example, who can use words very well and can also adapt to different user needs will join UX teams. You need people who are specialized at what they do as opposed to one person who can do a whole range of things. «

What does this mean for the skillset of a UX designer?

» Good design principles still apply such as being able to lay out things clearly, simplicity, ease of use, being timely... It is developing skills around them – getting the right people specializing in the right areas and bringing them into your own team. «

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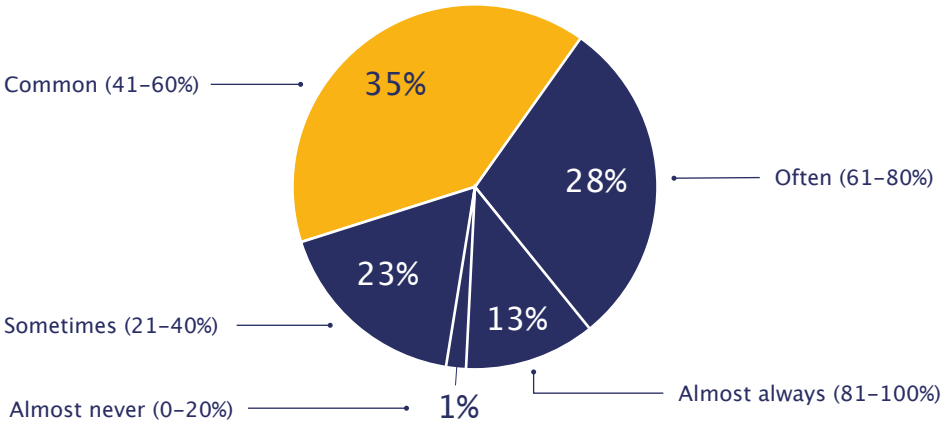
How often will anticipation be used in on- and offline applications in 2019?



This survey was conducted during the World Usability Congress 2018.

Do you think it is important to become more human in UX?

» Absolutely, not just in UX but in leadership in general. 20 years ago, the leader told you what to do, now it is about working collaboratively, really engaging with people, having equally empathy for your staff and customer as well. Having humility is equally important. «

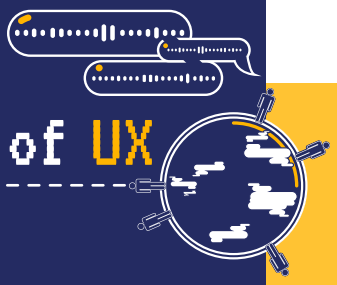
Is collaboration between UX designer and consumers possible?

» In the organizations I have worked in user research has always been integrated in the design processes. We get our costumers engaged in workshops and our focus groups, getting them to collaborate with product designers and engineers. When we are thinking of designing a new product, we bring costumers in to get their ideas about it. When I've managed co-located teams I've held a yearly Design Summit to bring all those designers together at the same time and I've also brought customers into a workshop at one of these events to share their experiences of the brand or product and this has been incredibly valuable in contributing to the product development. «

Julie Kennedy

Company: Saint-Gobain
Position: User Experience Director

Julie Kennedy is a creative and innovative Head of User Experience, currently managing teams for Capital One. She manages large-scale multi-channel global projects which deliver great products and user experiences to budget and deadlines. Kennedy has over 20 years of digital experience working across a wide range of industries ranging from telecommunications and gaming to media and currently fintech.



Use Case

Besides being used online, virtual shopping carts are also utilized in the offline world. The customer is able to place orders on displays provided inside shops such as grocery and fashion stores. Subsequently, the user's order is reviewed and verified to be bought.

Interview with Sean Chiu | Alibaba Group

Creating a FULL EXPERIENCE OFFLINE

Interview conducted at the World Usability Congress
October 17th, 2018

- E-Commerce will reach out to the physical space.
- The adaptation of older generations to new technology should be a hassle-free experience.
- The trend is to provide a full life experience for the user offline.
- The most important skill of a UX designer is problem solving.

Where do you see UX going in the next few years?

Sean Chiu » At Alibaba we put our costumer first. If you do that every thing becomes a user experience. We are a user-centric company. «

What does this user-focus mean for e-commerce in the future?

» It is changing right now. Users are not going to stick on the small screen for 24 hours so we started to reach out to the physical space. In China we can make a supermarket delivery in 30 minutes and we are researching how to do that in other countries. The trend we are focusing on is a full life experience. «

It is important for a designer to have a proactive personality.

Can you give an example of a specific UX case for offline e-commerce experience?

» The live entertainment industry is very interesting. We are focusing on what we can provide for the users to make an event more enjoyable e.g. virtual or augmented reality so they can interact with the stars. After the concert we offer them relevant products to buy. It becomes a full experience for the user offline. «

What does this mean for UX designers and what skills are needed in the future?

» Problem solving skills are the most important for future designers. The designer has to think of the user first: what is lacking, what can help them in the future. It is important for a designer to have a proactive personality. «

What is the most important upcoming trend in UX?

» Artificial intelligence – how we face the new user interface and how users interact with it. «

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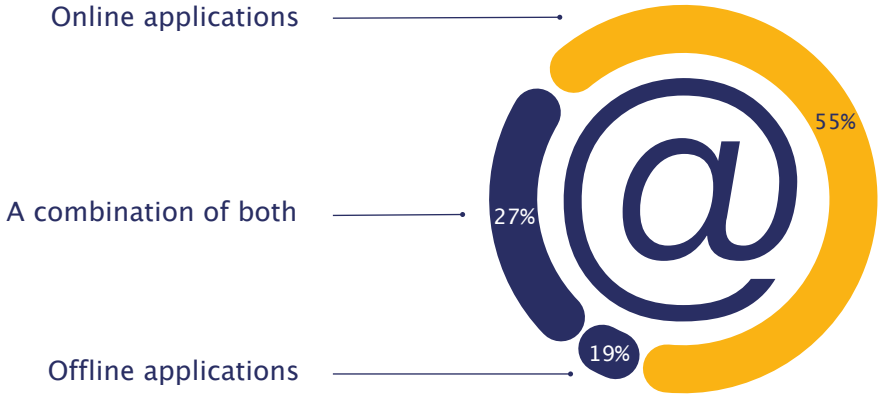
What will become more important in 2019?



This survey was conducted during the World Usability Congress 2018.

What will be the most significant change for consumers regarding AI?

» People will fear robots when they become more humanlike. I think it will take quite a while before users will adapt to this kind of technology. «

Do you think ethical aspects are playing an increasingly important role in UX because of the interaction between humans and robots?

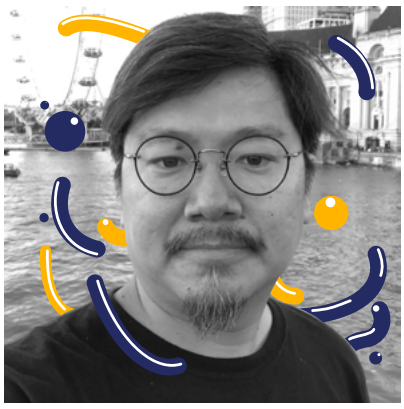
» I think in the future people will be different from our generation. Maybe in 10 years they won't care about privacy or the same ethical topics we care about as much. I don't think we should use our point of view now to influence the future of robotics. «

Speaking of generations, how can you bridge the gap between young and old people?

» Older generations know it is necessary for them to adapt to new technology. We are trying to create a hassle free transition for them. We are not designing something that just young people can use. We want all users to have a good user experience. «

What is important for UX in the future?

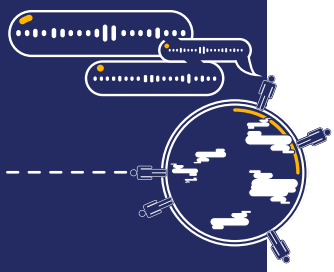
» The fundamental knowledge that we can provide for our customer to make UX more user-centric which will help them improve their lives. «



Sean Chiu

Company: Alibaba Group
Position: Head of UX, Lazada

Sean Chiu is the current Head of UX Design in Lazada bringing the Alibaba e-commerce design experience to the South-East Asian market and conducting various user researches on global localization design with cross-border projects. Prior to attaining this role, he worked in various fields ranging from user research to product and service design. Before joining Alibaba, he was the usability design lead in Acer Inc.



Interview with Sascha Wolter | Cognigy

The IMPACT of new TECHNOLOGIES on UX and SOCIETY

Interview conducted at the World Usability Congress
October 17th, 2018

- Conversational AI allows us to interact beyond keyboards, gestures and touch.
- New technologies support or are channels for natural-language interaction.
- There will be an increase in products to chat with.
- Technology will become more pervasive and ubiquitous.

What do you think will have more influence on UX in the future: technology or society?

Sascha Wolter » Definitely both: Technology will be everywhere, but we won't be explicitly aware of it anymore as it feels more and more natural. We need to leverage those new capabilities to improve the experience of users interacting with services and things. Technology will become more pervasive and ubiquitous and, therefore, it will have a fundamental impact on society. The question is: How do we want to interact beyond keyboards, gestures, and touch? I believe chatbots and voice services are a great opportunity here, as conversational interaction, so-called Conversational AI, is a very natural and intuitive way to do so. «

> Technology will be everywhere, but we won't be explicitly aware of it anymore as it feels more and more natural.

Which technology in particular? AI, machine learning, VR?

» All of these new technologies either support or are channels for natural-language interaction. Virtual assistants, agents and bots seem to be heading in this direction; For example you can have a natural conversation wherever you are and whatever you are doing with Alexa (and similar virtual voice assistants) in order to accomplish a task. But to create an engaging and successful Conversational AI, companies have to consider the user, not just the technology. «

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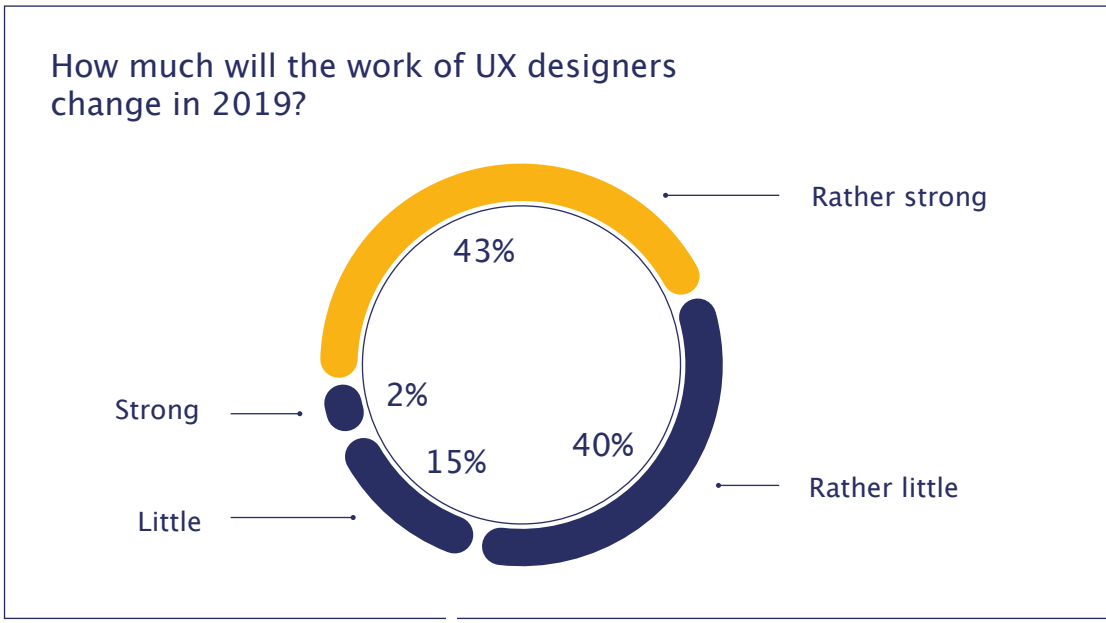


This survey was conducted during the World Usability Congress 2018.

What is going to be new in UX next year?

» We will see an increase in products we can chat with. I can't tell you if these everyday things will have an incorporated virtual assistant or if a virtual assistant like Amazon Alexa or Google Assistant will operate these products. Most likely a combination of both. «

Will UX designers need different skills because of that?

» UX design by nature is a very interdisciplinary profession. The focus so far has been on visual elements – that will change. UX designers will have to take conversation into consideration as well. They will have to embrace new disciplines beyond psychology like screenwriting or linguistics. «

How has UX changed in recent years?

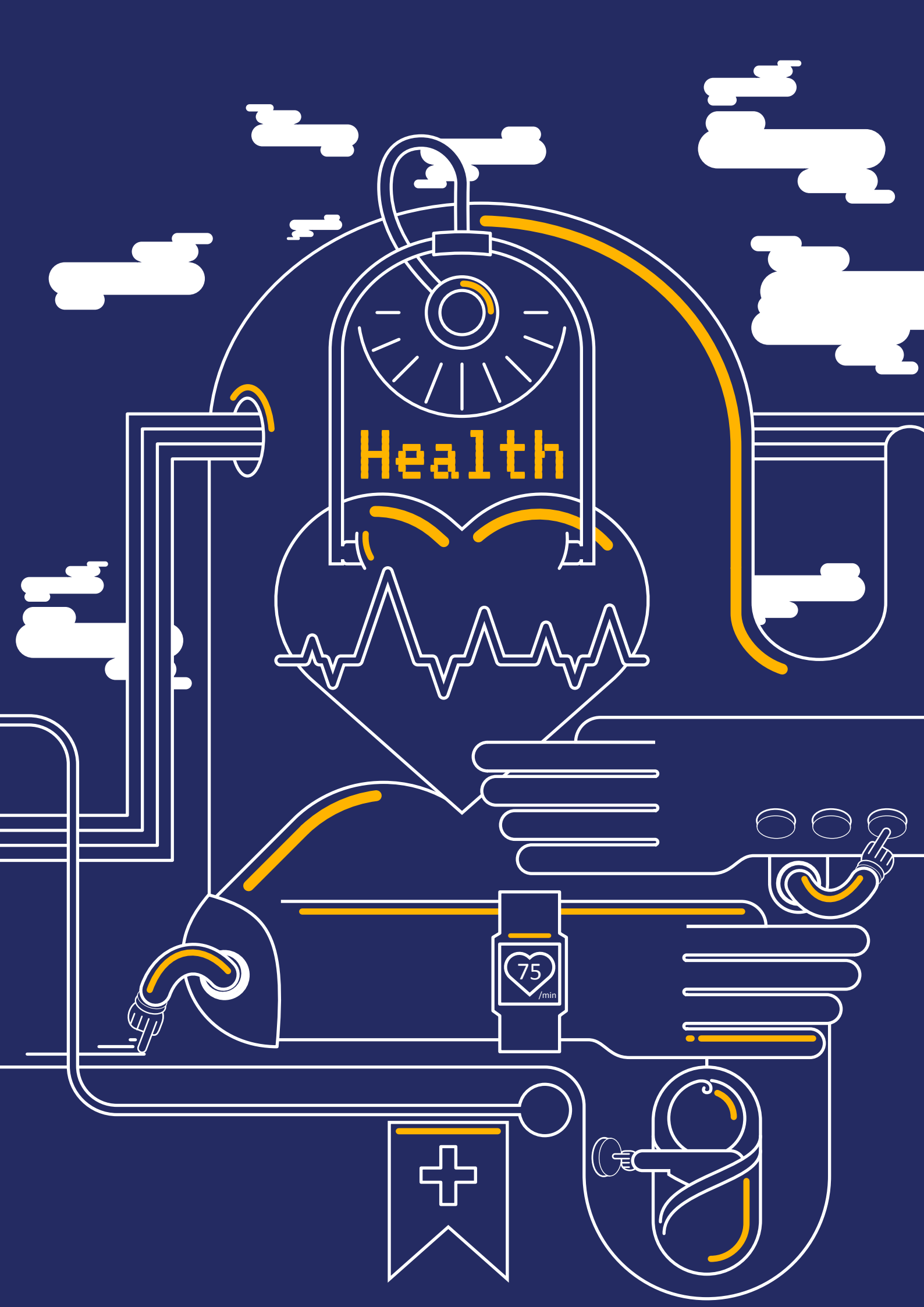
» More companies are recognizing the advantages of UX. Moving forward from business-, technology- or whatever-first to a user-centered approach isn't easy. It takes time to turn intelligence into actions throughout a whole organization. Asking the right questions -"Why?" instead of "How?" or "What?" -is a huge change when starting a project "Why would anybody in the world like to use your idea?" when dealing with ongoing digitalization, transformation, and disruption. «

UX design by nature is a very interdisciplinary profession.

Sascha Wolter

Company: Cognigy
Position: Senior UX Consultant and Technology Evangelist

Sascha Wolter is a professional developer and user experience enthusiast. His true passion is improving the human-computer interaction. Wolter used to work as a consultant, trainer, lecturer, speaker, and an author who focuses on understanding, innovation, and value. Before he joined Cognigy as Senior UX Consultant and Principle Technology Evangelist, he worked as Senior Developer Evangelist at Deutsche Telekom and Senior Technology Evangelist for Alexa at Amazon.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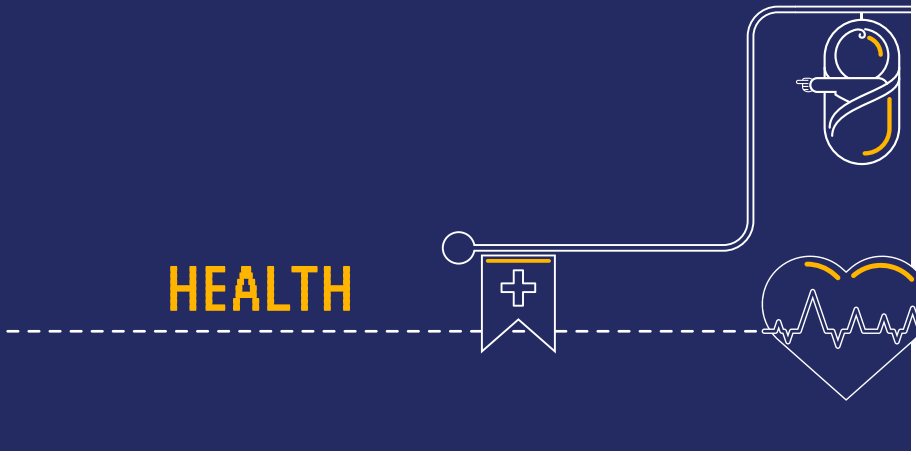
OVERVIEW

Predicting Emotions

The Reliability of measuring Emotions 26–27
Interview with Bill Albert, User Experience Center at Bentley University

The Distinction between understanding and feeling Emotions 28–29
Interview with Klaus Hofer, CATi

Measuring emotional Behavior at a Glance 30–31
Interview with Vivian Gomes, Human Factors & Design (P) Ltd.



Interview with Bill Albert | User Experience Center, Bentley University

The RELIABILITY of measuring EMOTIONS

Interview conducted at the World Usability Congress
October 17th, 2018

- UX will expand beyond the digital experience and is an important differentiator.
- UX is a vehicle to improve lives.
- Reliability is an important factor in measuring emotions.
- Measuring emotions should happen in a directional way.

What future developments do you predict for UX?

Bill Albert » I believe UX will expand in a number of directions, certainly way beyond the digital experience, for instance, service design is becoming much more of an established practice at organizations large and small. I predict UX will be at the forefront in the foreseeable future as it is an important differentiator. The discipline used to be all about usability; however, companies are currently catching on, which can be seen in the demand and where people are in an organization's hierarchy. Usability is still there, but not as strong of a focus as it used to be. UX makes lives better and even saves lives by seeing opportunities and acting on them, for example in terms of sustainability or health care. It is therefore used as a vehicle to improve lives. «

> Usability is still there, but not as strong of a focus as it used to be.

Do you think it is possible to measure emotions?

» There is no simple answer to this; the best I can give is a yes and no. It is possible and actually being done, the question is how reliable it is. I think it is important to look at identifying and measuring emotions with the right lens, in a way that is not conclusive but directional. In addition, we will get a grasp on measuring engagement. It is safe to say that deeper and subtle emotions are harder to detect, whereas it is comparatively easy to detect smiles. Trust, confidence or happiness, on the contrary, is harder to detect. Therefore, it will be essential to be creative

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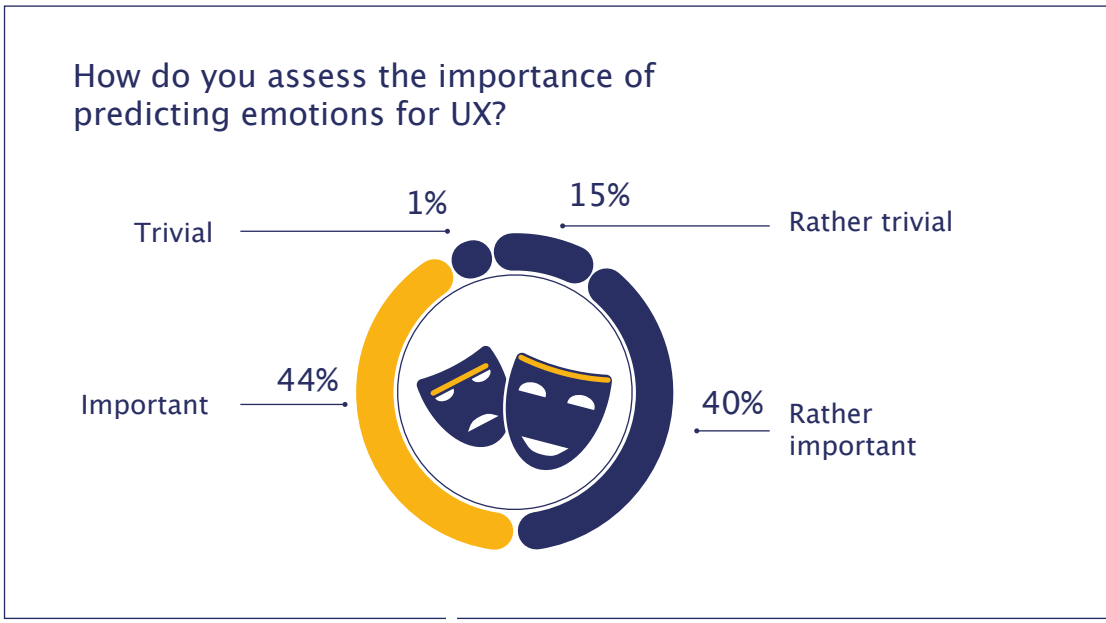


This survey was conducted during the World Usability Congress 2018.

in how we collect, measure and analyze emotion data, and the success will depend on the application and what we are actually trying to measure, as there are weak signals, which do not have a strong emotional component even though we initially might think they do. «

What does this mean regarding the skills of designers?

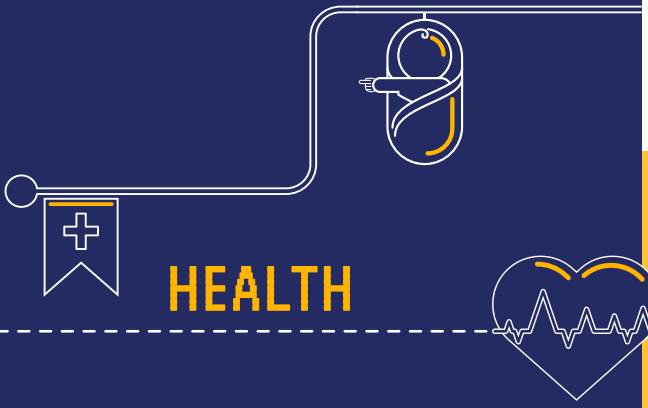
» First of all, it is essential to have the technical skills to visualize and make ideas come to life through design. Moreover, it is crucial to have true empathy towards the user, which is not something to train for, and to have real, meaningful contact and understand the situation of the customer. The designer needs to be able to show this in the design. Design skills and the skill of story-telling are both important in telling a compelling story that resonates with people. This concept can also be applied to researchers, who tell stories with and through data. «

I think it is important to look at identifying and measuring emotions with the right lens, in a way that is not conclusive but directional.

Bill Albert

Company: User Experience Center, Bentley university
Position: Executive Director

Dr. Bill Albert is Executive Director of the User Experience Center (UXC) at Bentley University. Prior to joining Bentley, Albert was Director of User Experience at Fidelity Investments, Senior User Interface Researcher at Lycos, and Post-doctoral Research Scientist at Nissan Cambridge Basic Research. Albert currently teaches in the graduate program in Human Factors in Information Design at Bentley University. He has published and presented his research at more than 30 national and international conferences. He co-wrote the first book on usability metrics, "Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics."



Use Case

Synchronized with the current emotions of the tenant, the lighting system in an apartment is automatically managed and optimized. According to the user's emotions, the lighting's intensity can be dimmed or brightened. In addition, colors can vary depending on the user's sentiment. Bedroom lighting can be synchronized to the user's sleep-wake cycle, regulating and refining the internal clock. A car's dashboard lights can be adjusted simultaneously to the driver's mood. The user's motivation to work may lead to the amount of white, resulting in increased concentration and a better workplace environment.

Interview with Klaus Hofer | CATi

The DESTINCTION between UNDER-STANDING and feeling EMOTIONS

Interview conducted at the World Usability Congress
October 17th, 2018

- The science of human behavior is a possible trend.
- Humans need to be researched in order to discover new ways of helping them.
- The greatest potential in UX lies in medical and industrial safety.
- An emotion cannot be understood unless it is felt.

What does the future of UX look like?

Klaus Hofer » Hopefully, the field will become more diverse than it is now. Many people come from a design background, but they know that it is important to study psychology. We hope that in the future there will be a stronger focus on the science of human behavior. Another trend that we are hoping for is the emphasis on all UX products – what is lacking is industrial safety. For example, UX design for surgical procedures is non-existing, they are written by technical writers. «

A robot can only make a decision based on input.

Do you think smart wearables will be able to understand our emotions or that we can build empathetic robots in the future?

» No. Those devices can read the consequence of an emotion, but an emotion cannot be understood unless the emotion is felt, and an instrument cannot feel the emotion. Empathy is not a robotic activity; it is a combination of the emotion you feel and the decision you make. A robot can only make a decision based on input. I can program the robot to say: "Thank you" or "Please be careful" but the robot won't feel it. «

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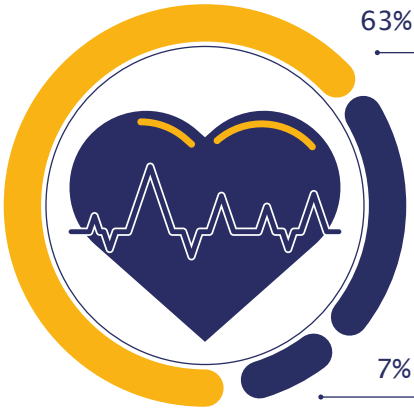
How do you assess the importance of UX for human medicine in 2019?



63% Important

30% Rather important

7% Trivial

This survey was conducted during the World Usability Congress 2018.

In which areas do you see the greatest potential for UX?

» Industrial safety regulations follow a standard that was developed in the 1960s and 1970s and there is no UX in there. Many people in the oil and gas industries, in farming and in medicine lose their lives because somebody didn't understand something correctly. There is a big gap, whereas in marketing we are way ahead. I hope that the best UX specialists will shift over from marketing and dedicate their skills to medical and industrial safety. «

If you don't love people you can't serve them well.

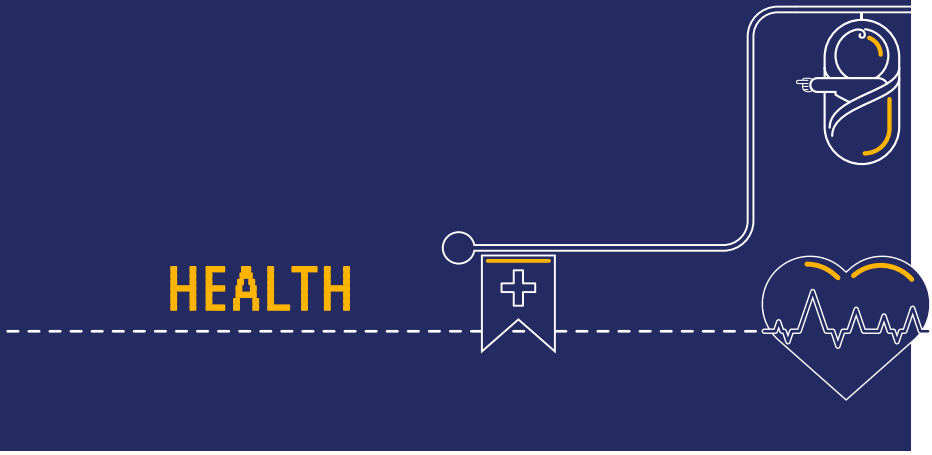
What changes do you see happening in usability next year and in 2030?

» Human behavior comes in pretty consistent patterns and it has certain requirements, this is well supported by research. We will not discover a new kind of human, but we will discover new ways of helping humans. And the foundation for that has to be researching humans first. The skillset for somebody starting off in usability not only includes studying people, but also to actually love them. Because if you don't love people, you can't serve them well «

Klaus Hofer

Company: CATi
Position: Founder and CEO

Together with specialists in Houston Texas, Hofer and his team are currently conducting the first series of usability tests of operating procedures in a live operating petrochemical plant. Their emphasis continues to be on applied human behavior research into designing user centered documentation. Together with his team Hofer continues to actively be involved in the World Usability Congress as well as with his partners in Austria and Switzerland.



Interview with Vivian Gomes | Human Factors Research & Design (P) Ltd.

Measuring emotional BEHAVIOUR at a Glance

Interview conducted at the World Usability Congress
October 17th, 2018

- UX professionals will have to adapt at a faster pace.
- Every signal humans emit will be saved as personal data.
- UX will be needed in every field of every human touchpoint.
- A smart glass will provide a better shopping experience by making recommendations.

What does the future of UX look like?

Vivian Gomes » There will ALWAYS be a need for user/ experience design professionals as long as people are in central need of a product, solution or environment. However, they (UX professionals) have to adapt and change in this modern world at a faster pace. For example, if you design for an AI and it is going to open a screen that you talk to, then it has to show you visual signs: some motion, action and graphics… something to touch the senses. Currently, Alexa and many others are voice activated, but there will be a point in time where you will also have sense, emotion and feeling activated systems– the system will interact with you beyond voice. «

> In the future a smart glass in your home window will measure your emotional behavior.

Do you think smart wearables will be able to predict or measure our emotions?

» Yes, they would be since they will monitor your vital signs, every twitch or move of your skin, the lines on your face and every signal humans emit, which to the upcoming age is “data”. Whether you are tired, hurting, depressed or happy, your levels change, your emotions change, your heart rate changes. We are feeding the intelligent system to understand and measure emotions with different methods. «

What will the future of retail look like?

» In the future a smart glass in your home window will measure your emotional behavior. It will change the music automatically and recommend you going somewhere like on a date. It will tell you which restaurant is nice, which dress to wear, that the shoes

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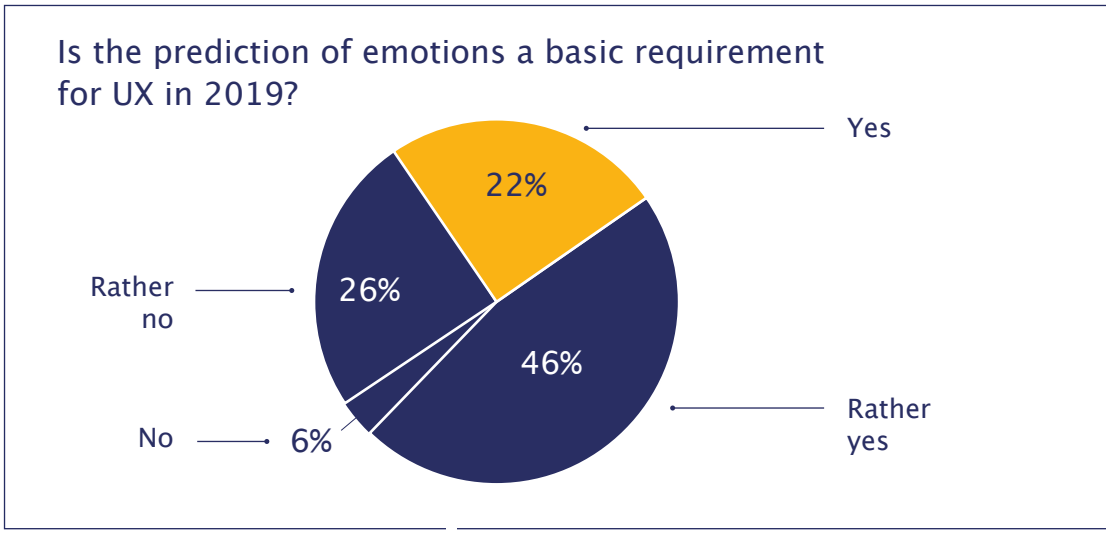


This survey was conducted during the World Usability Congress 2018.

you bought last time are not adequate and you have to get new ones, then recommend that they can be delivered to you within the next hour. Maybe you just want to watch a movie and have some food delivered to you, which is also shopping. Everything that it has learned about you will give you a better shopping experience. It is a matter of time until it will start making recommendations before you ask for them, retail will be more than just door-to-door delivery as experienced today. «

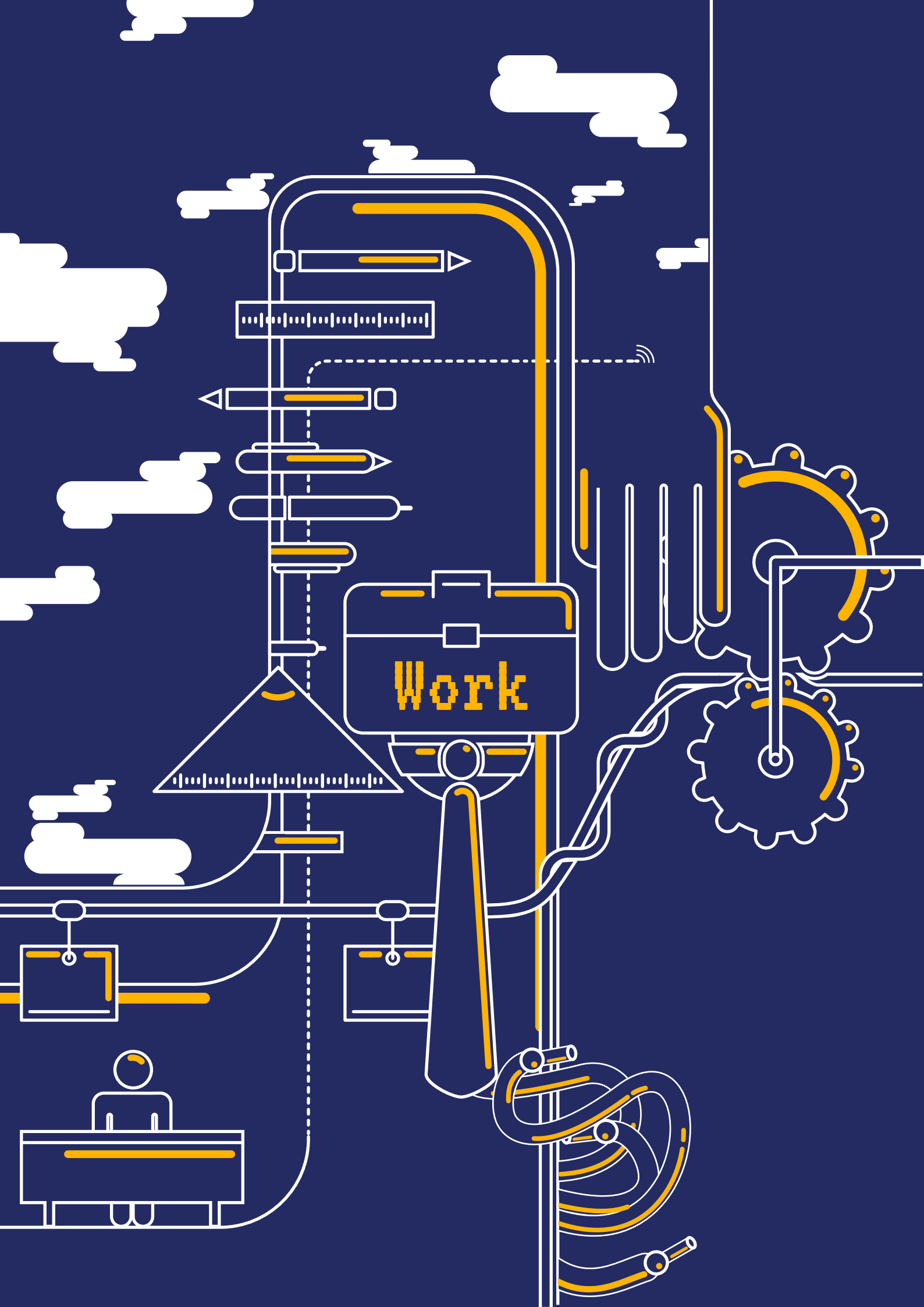
How can we help people understand UX and where is it going to be more useful in the future?

» UX is no longer a new term and it doesn't really address anything to many due to its several definitions moving away from what Don Norman defined it to be, so people get confused. Designation doesn't matter; we have to convince people that UX folks are the ones who are there to solve a problem, because that is why they want to hire you in the first place. UX will be useful and needed in every field of any and every human touchpoint. Even massive space expeditions and explorations will be centered on UX of every system a person interacts with and we will need UX designers to make that experience pleasant. Even if you want AI to create good design, a designer has to teach it from a real person's perspective. Predict, anticipate and provide a wholesome experience, instead of just making people understand UX. The shift will be towards what really Experience design is and how man, machine and environment co-exist to create a better world. «

Vivian Gomes

Company: Human Factors Research & Design (P) Ltd.
Position: Co-Founder & Director

Vivian Gomes is a hands-on Strategic Design professional and UX specialist with over two decades of experience. He is Co-Founder and Director of User Experience at Human Factors Research & Design. Furthermore, Gomes is a member of several International Design councils and boards and has done significant work as a teacher/mentor.


Work

OVERVIEW

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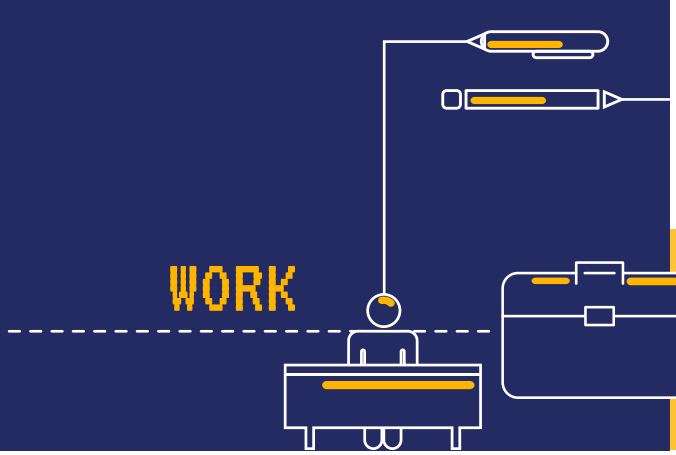


Use Case

Holographic projections will assume the place of people in conferences and meetings. Hence, humans do not necessarily need to attend physically. The hologram exclusively represents the user based on artificial intelligence as well as their expertise and knowledge.

Interview with Christophe Mallet | Somewhere Else

COLLABORATION without Collaboration

Interview conducted at the World Usability Congress
October 17th, 2018

- Buying will increasingly happen online, mostly for convenience reasons.
- Designers will have to understand how to display information to optimize cognitive ease and memorability.
- We will be able to use the three-dimensional space around us.
- The world will become the display of the information we consume.

What will future developments look like for UX and UX designers? Can you identify some trends?

Christophe Mallet » Immersive Technologies, and more specifically Mixed Reality (MR) are ushering in a new era for UX: designing for Spatial Computing devices. Simply put, we will soon be able to use the three-dimensional space around us, not screens, to interact with technologies. As we get used to wearing Mixed Reality glasses, future versions of Magic Leap or the rumored Apple headset, for example, the world will become the display of the information we consume. MR is likely to impact the ways in which we learn, play, shop, work and communicate with each other. Information today is displayed on 2D screens, not necessarily because it's the optimal way for the brain to process it but simply because that's the affordable tech we have at our disposal. Tomorrow's UX designers will have to understand whether information and interaction should exist in 3D or 2D and how to display it to optimize cognitive ease and memorability. Tomorrow's designers will have to rethink user experiences in relation to whatever spaces users exist in during a scripted activity or interaction. And it's likely to borrow a lot from architecture and ergonomics. «

> MR is likely to impact the ways in which we learn, play, shop, work and communicate with each other.

How will this translate with regard to retail and shopping, especially stores?

» I don't believe that stores will cease to exist. Stores, to an extent, will adapt to the Age of Experience and transform from point of sale to Brand Experience centers. The research, consideration and desire for a product will still largely happen in brick-and-mortar locations.

⇢

I don't see immersive tech disrupting the store experience. By-and-large, it will remain what it has been for centuries now, an analog one: enjoying the layout and atmosphere of a space and browsing real tangible products. The act of buying will increasingly happen online though, mostly for convenience reasons. Immersive Technologies, specifically Mixed Reality, will facilitate that by allowing shoppers to sample three-dimensional products at home. The IKEA AR app is a great early example: It lets you bring a holographic version of the sofa to your living room. It's unlikely to replace a trip to the store (you've got to actually try and sit on that sofa) but your IKEA shopping day might become an IKEA hour. «

Stores, to an extent, will adapt to the Age of Experience and transform from Point-of-Sales to Brand Experience centers.

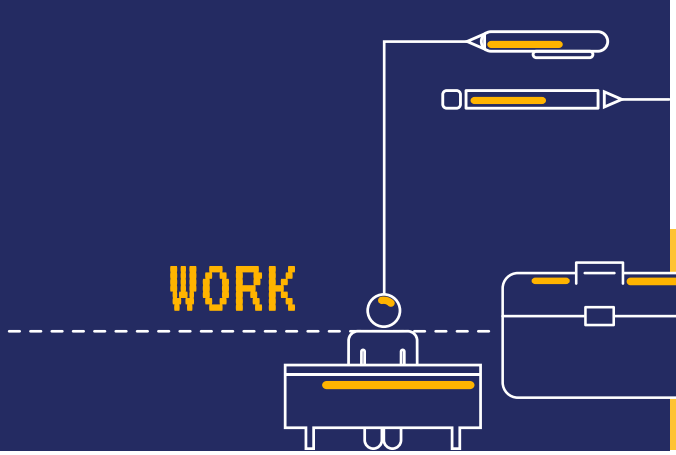
What can you tell us about UX with regard to remote working?

» The Holy Grail of remote working is to enable "collaboration without collocation". Today we have reached the limits of what teleconferencing can do. With VR, we can bring multiple users in the same virtual space. With MR, we can bring any virtual object, including people's avatars, into anyone's real working environment. Social VR/MR is a relatively new space, one in which tech giants like Facebook, Apple or Magic Leap are investing heavily. For designers it's filled with opportunities. Have fun! «

Christophe Mallet

Company: Somewhere Else
Position: Co-Founder

Christophe Mallet co-founded Somewhere Else, the London-based creative agency and immersive tech consultancy. A marketing veteran with 8 years of experience in digital and social media strategy, Mallet saw the potential of Virtual and Augmented Reality for brand communication early on. At Exzeb, a Paris-based VR studio, he grew his passion for immersive storytelling, interactive design and emerging tech through projects for the likes of Canal+, Resident Advisor and Sony.



Use Case

Recruiters work internationally, globally and on the basis of remote working. Teams are no longer composed based on local availability but solely on expertise resulting in internationally assembled teams which are not restricted to one geographical location. Shared identity and team structure have to be established by the means of digital experiences.

Interview with Ramy Nassar | Independent Consultant

SHIFTING the FOCUS to less appealing Matters

Interview conducted at the World Usability Congress
October 17th, 2018

- UX will become more predictive and personally customized.
- Designers will need to explain the value of what they do and become better at selling.
- It is important to work on matters that may seem less appealing at first.
- Stores will change from a point of sale to a place to experience the brand.

How will UX as a profession evolve within the next year?

Ramy Nassar » I certainly hope that designers are thinking about a wider range of interfaces, i.e. not just screens and visual interfaces, but voice, touch, haptic and all different kinds of interfaces as well. I think UX will become more predictive and more personally customized. Despite the continued growth of eCommerce, bricks & mortar stores won't disappear anytime soon – but the experiences in the stores will change. «

How will this influence the skills of UX designers?

» Focusing on understanding users will continue to be a major aspect of the role. In addition to that, designers will need to explain the value of what they do and become better at selling, which can be achieved by measuring and showing the success of UX in a way that demonstrate why the work UX designers do is important. Currently, many people do not know what we do exactly. Another crucial aspect worth mentioning is that we need to work on matters that may seem less appealing at first. Instead of further improving things we already have improved massively, such as consumer financial services, retail and telecom, we should turn our attention to areas such as industrial applications or the types of

Currently, many people do not know what we do exactly.

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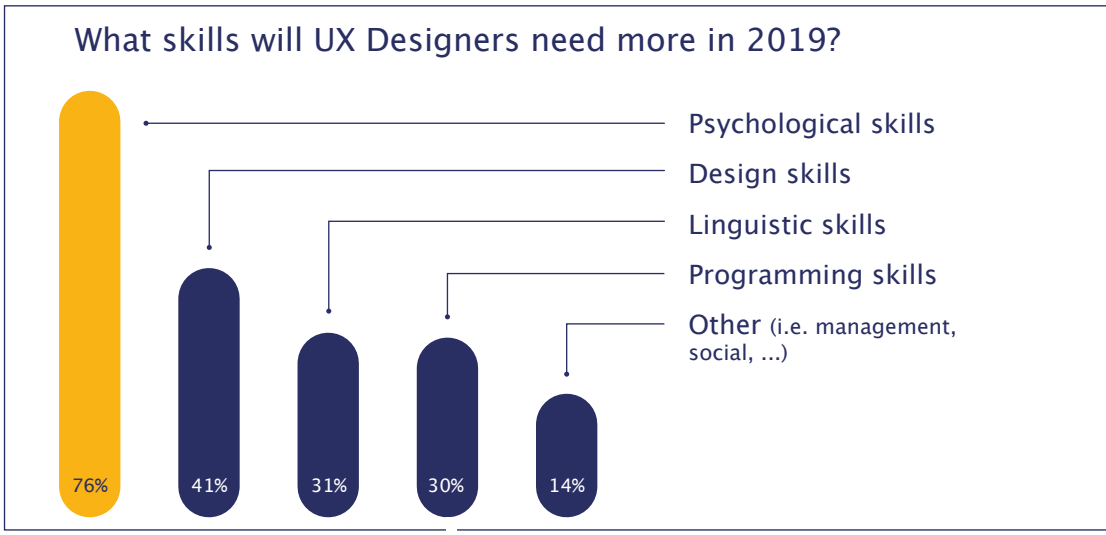


This survey was conducted during the World Usability Congress 2018.

internal enterprise apps that millions of people rely on every day. This would not only be an interesting challenge, but would also have more impact and actually make a difference as they are far behind despite being the bigger problems to solve. In this context, we will need to figure out where we solve problems and how to create the most profound impact. «

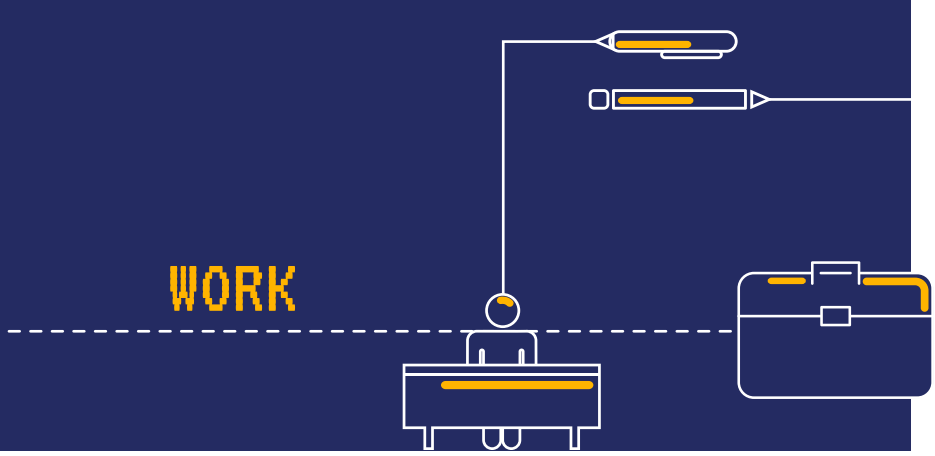
What are your thoughts on remote working?

» Working remotely, where fixed hours do not matter as much, and working in a team that is not in the same room is a relatively new way of working. Technology is no longer a blocker, as we have access to very fast cloud-based file tools and shareable documents that can be read, commented on and edited in real-time. However, despite the technology not being an issue, at least for me personally, there are still those that are not yet comfortable with video-based conferencing and shared documents. This is a changing perspective as large organizations have a need to evolve and further embrace technology. «

Ramy Nassar

Company: Independent Consultant
Position: AI Experience Designer & Digital Strategist

Ramy is a Canadian engineer, designer and maker who works at the intersection of Design Thinking and Emerging Technologies, including AI & ML, blockchain and VR. He's brought this unique thinking to global brands including Apple, BlackBerry, Air Canada, Mattel, and Facebook.



Interview with Martina Mitz | Independent Consultant

REMOTE WORKING is on the RISE

Interview conducted at the World Usability Congress
October 17th, 2018

- Remote working will increase due to globalization and migration.
- There is potential for collaboration platforms in VR.
- It is important to understand why UX work is so expensive.
- UX is a shared responsibility.

What do you think will be the future of UX next year and in 2030?

Martina Mitz » I don't think we will see drastic changes within the next year. UX is becoming more involved and trendy, but what I really hope for, is to see an increase in real understanding of UX, a more holistic view. I really hope that in 10 years companies and teams will realize that it is a shared responsibility and integrate it in their thinking and culture so that we don't need dedicated teams anymore, but it becomes everybody's responsibility. I am working primarily towards making myself unemployed in 5-10 years (laughs). «

> I am working primarily towards making myself unemployed in 5-10 years

How do you think can we manage to work in a team but not in the same place?

» A lot of companies offer at least one home-office day, but we need to make sure that there is a core time when we all get together. I am part of a platform called Mural, which empowers people to collaborate remotely on a digital whiteboard. Their main focus is the research of remote work and they have done some great work in the field. This trend will become increasingly important, because globalization keeps people on the move. It's definitely here to stay. However, there is still a lot of work to be done on the basic logistics to be able to really work remotely in similarly effective ways, as we do face to face. «

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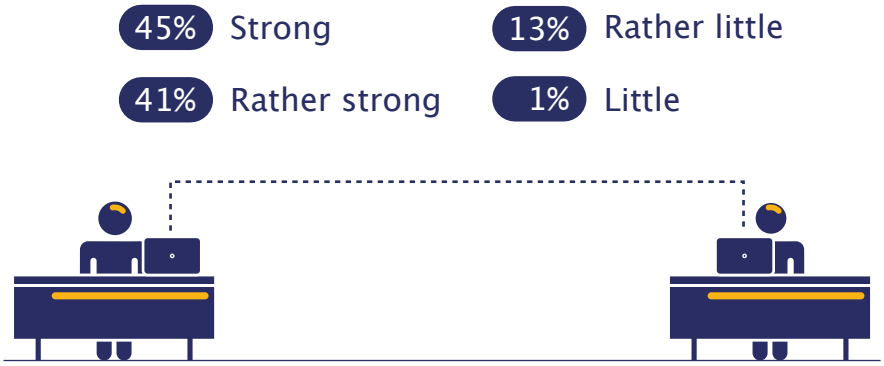
How much will the way we work together change in the future?



This survey was conducted during the World Usability Congress 2018.

Do you think virtual reality can be useful for remote working?

» There is potential for VR and remote work, but I don't think it can bring in real value to remote work yet. Collaboration platforms in VR could be very interesting for example. However, the potential of User Testing cases in the treatment of mental disorders is huge already, e.g. simulating problematic situations. «

How can we use UX to protect ourselves against fraud?

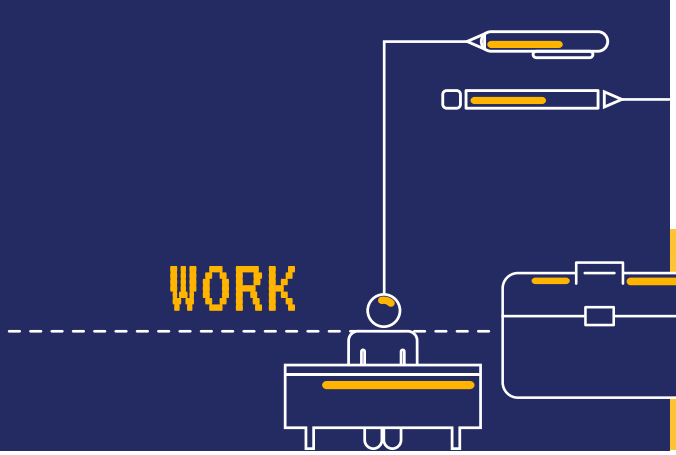
» People who are not from the UX-field are not specialists, so they rely on us. I am trying to expose people who sweet-talk by giving them practical tasks and trying to understand their mindset and their approach. For example, I ask "How would you bring an idea to life?" It is ok if you don't get it all right in the beginning, but if you have an analytical or self-reflected mindset for example, you're able to tackle different problems in different fields. We need to understand why people become fraudsters – it is somewhat understandable, when you double your income, just by putting "UX/" before "UI Designer". People need to understand better, why UX work is so expensive, the amount of effort and experience it requires and then the pretenders will naturally be filtered out. «

People who are not from the UX field are not specialists and they rely on us.

Martina Mitz

Company: Independent Consultant
Position: UX Psychologist, Strategist & Designer

Martina Mitz started as a self-taught Web Designer in 1999, Her approach was user centered from the very beginning, despite not being familiar with the term UX at the time. In 2007 she graduated in Psychology and started working in the field of clinical Psychology at first. It was at this point that her academic background and her passion joined and she started her career as UX Designer. Since then Martina has contributed to the digital ecosystems of many recognizable companies such as eBay, PayPal, Emirates Airlines, Volkswagen, Telekom and many more, but also to selected Start-ups.



Use Case

The self-driving vehicle is transformed into a family home. The duration spent in the automated car is used to encourage family activities and promote quality time. In addition, a relaxing environment, comparable to the living room at home, is created.

Interview with Andy Dae-Yol Na | Daewoo Electronics

Upgrading the FAMILY HOME

Interview conducted at the World Usability Congress
October 17th, 2018

- The concept "App-bot" describes that all appliances will sooner or later become robots.
- Autonomous driving is sure to come, but who will provide this service?
- Traveling by car will change from us humans driving actively to us being transported.
- Designers need to bring together different components.

What are some future developments with regard to UX?

Andy Dae-Yol Na » I believe that all appliances can be a component of the smart home based on artificial intelligence and big data they produce every day, so that we can realize AI-based smart homes in the near future. We sell the product, but even the most appliances that you use today can be incorporated into the smart home, so that they aren't visible anymore in our daily lives. Right now, we call them built-in type appliances, but eventually they can become interfaces between home and human. For example, we can call the wine cellar, tell it to bring us a couple of wines or I can ask my washing machine to wash my new clothes for tomorrow. Yes – some manufacturers build robots that help people in need. But imagine that all appliances can become robots, they only wear different "clothes", if you will, and they look like a washing machine, a microwave, and so on. Each of them has a brain, hands and feet. That's right, if they're combined with the mobility automakers have developed so far, those appliances can become robots – only they'll have different appearances than what we're familiar with. A refrigerator can, for example, arrange any type of food or vegetable by itself, it can automatically order food items that need to be refilled and it can actually deliver food from its location to wherever I am in the house. I believe that, in the future, any appliance will become a robot. I call this concept the Appliance Robot or physical 'App-bot' in short. «

> I believe that all appliances can be a component of the smart home.

→

What are your thoughts on self-driving cars?

» What I can say is that in the future, cars won't be mere machines anymore. If a car has a built in artificial intelligence, we don't have to drive it ourselves, using the knowledge we acquired when we got our driver's license. Conceptually, we don't need to care about road and time anymore. Today, we rarely think about mobile networks or internet connections anymore, unless we're in the wilderness somewhere. That's because we use our smartphones every day without any trouble. The car-service environment could serve us just the same way. The car's AI or the connected AI outside, could constantly check road conditions, if there are any accidents on my route, as well as the weather or even social activities nearby such as big events that have been in the news or in the local and national calendar. The only thing we have to decide is which deriving intelligence we will choose among Amazon, Google, Microsoft, Bixby and so on, for the near future. «

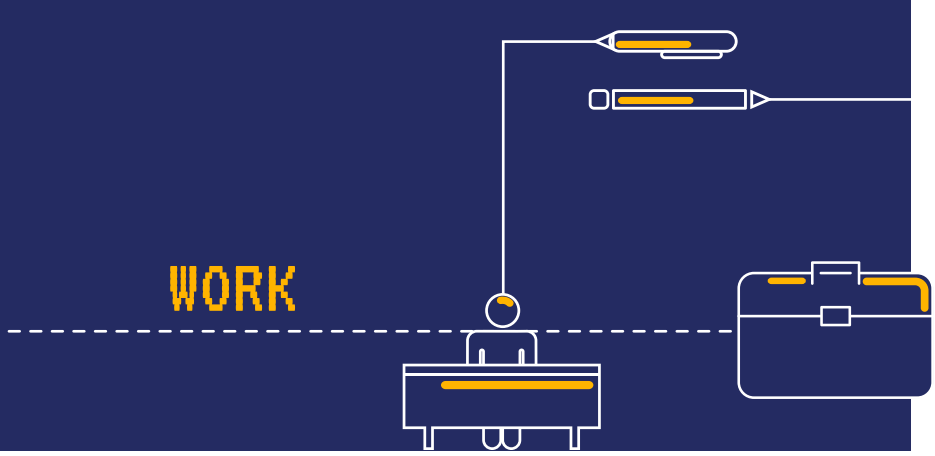
How will these trends affect the skills of UX designers?

» As far as skills of UX designers are concerned, I believe that having INTEGRATION SKILLS is fairly important. This can be the integration of a service and a product based on the robotics, AI, IoT and AR. But the key technology for the next trend is definitely both robot technology and artificial intelligence. The aim is to create new experience or to improve usability. Designers need to unify those two or even more components in order to converge and merge them. «

Andy Dae-Yol Na

Company: Daewoo Electronics
Position: Head of User Experience

I'm a results driven leader, working with organizations that design beautiful, meaningful and innovative digital experiences. Leveraging best practices from the worlds of Design Thinking and Human-Centered Design, I advocate that users are central in solving complex business challenges. My expertise in digital strategy, consumer behavior and user experience design allow me to interact with teams at both strategic and tactical levels.



Interview with Ranjeet Tayi | Informatica

What to EXPECT from USERS EXPECTATIONS

Interview conducted at the World Usability Congress
October 17th, 2018

- New imaging technology and virtual interfaces will come up.
- Users' expectations regarding experience, trust and packaging are increasing.
- Design regulations providing consistency will be essential.
- Design and technology have a strong emotional aspect to them.

Can you identify some trends to UX design?

Ranjeet Tayi » We will see a lot of new imaging technology coming up, through the use of artificial intelligence, the use of computing power and the use of virtual experience, such as virtual shopping carts. Generally speaking, we will see more of virtual interfaces as well as VI technology. Examples for this trend are massive aspects such as health care, aviation and transportation, which will become more accurate the more data is collected. We have already seen things from the past, which seemed unimaginable at one point become reality, such as self-driving cars, for instance. «

> Generally speaking, we will see more of virtual interfaces as well as VI technology.

What is the perspective for UX designers?

» Generally speaking, UX is going to be more human, which poses a challenge for UX designers, as technologies and machines should make life better and easier, yet should not rule over our lives. The core of it is still going to be design; however, there will be the need for design regulations providing some sort of consistency, even though they will have to be adapted to future developments. «

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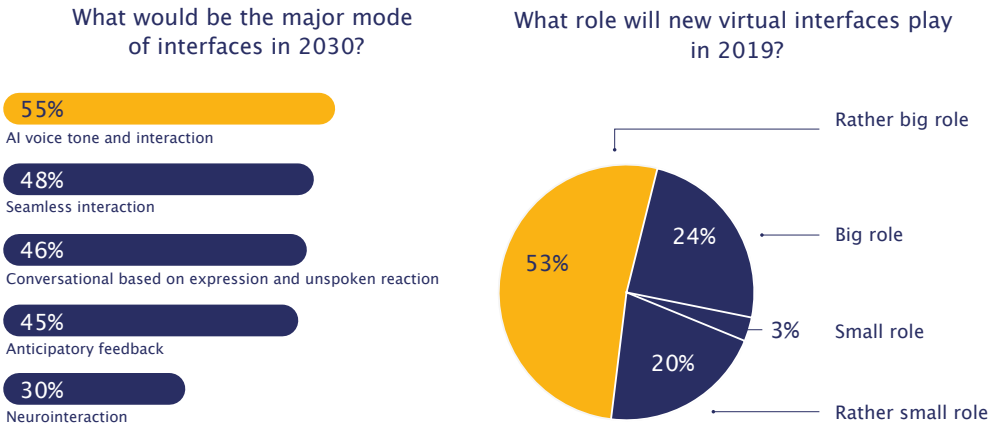


This survey was conducted during the World Usability Congress 2018.

What does it mean if UX becomes more human and what will be different for consumers?

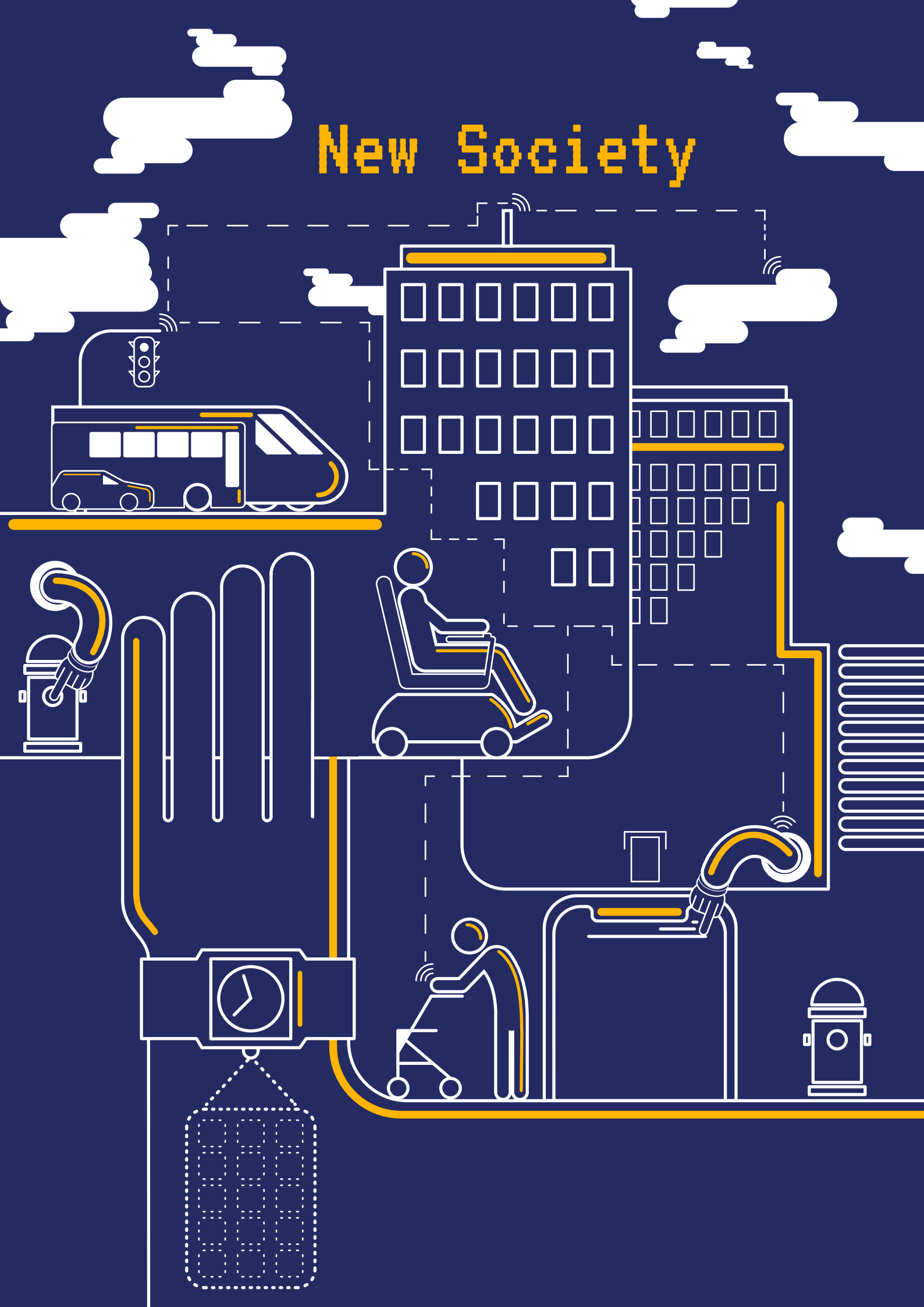
» Design and technology have a strong emotional aspect to them and are therefore related to trust, but also to a factor of fear. Despite design fundamentals remaining the same, the user still being the user, emotional design has become more and more important. The expectations of users increase every day, people are expecting more experience, more of an emotional angle, meaning the trust factor, the empathy factor, as well as brand and packaging really matter and can result in losing customers. As the expectations of users increase every day, they are able to drive the expectations of businesses. Therefore, we have an opportunity and responsibility, we solve problems for a better living and we find better solutions. Communication is a key factor of design, especially with regard to problem solving. «

As the expectations of users increase every day, they are able to drive the expectations of businesses.

Ranjeet Tayi

Company: Informatica
Position: UX Strategist

Ranjeet Tayi is a Product Designer and UX Strategist with 15 years of experience in crafting enterprise cloud software products. Currently, Tayi is leading the UX team for data security products at Informatica. He started his career as a design entrepreneur, co-founded Mind Visions and later worked with SumTotal, Cognizant & Pure IT Usability Research. In addition, Ranjeet Tayi co-founded Ignite Hyderabad and was one of the core team members for UX India & Usability Matters, Org.


New Society

OVERVIEW

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NEW SOCIETY

Use Case

Partly and fully automated cars will be equipped with their individual personality based on artificial intelligence, taking the passenger from destination A to destination B. The vehicle's integrated personality adjusts to the specific circumstances and adapts to the emotional state of the user.

Interview with Nandini Nayak | Fjord

HUMAN HABITS in the Way of DRIVING ROBOTS

Interview conducted at the World Usability Congress
October 17th, 2018

- Currently, we are in an age of living services.
- UX will have its greatest significance in how we govern.
- Robots are supposed to augment, not to take over or replace us.
- People's habits will need to adjust as robots become another user in the system.

What do you think the future of UX will look like and what skills will designers need?

Nandini Nayak » We are currently in an interesting era. The nineties were the age of the internet, followed by the age of mobility and mobile applications. At the moment, we are in an age of living services, i.e. services that are personalized, anticipatory, data-driven and contextual to user needs. UX designers need to adjust to a model of contextualized user experience. UX designers will stay busy, but their craft will evolve to become more dynamic to cater to a more continuous design process. As experiences become largely data-driven, working with data scientists to co-create experience will be crucial requiring collaboration on both sides to combine design thinking and data literacy. Moving forward, UX designers will not only focus on current state of an experience, but have to anticipate a future state, and think about how UXs will evolve alongside technology and data advancements always applying a human-centric perspective. UX will be important in almost every domain, but I believe it will have its greatest impact and significance in how we govern, which includes managing cities, allocating limited resources, reducing waste, distributing and managing populations. «

> UX will not stagnate, but will remain very dynamic and always keep changing as a continuous process.

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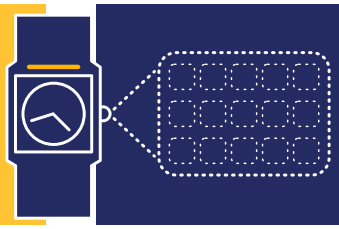

Will transport be run by driving robots?

» Automatic cars are already here, and in perhaps 20, 30 years there will eventually be enough intelligence to make this scenario a general reality. In order for people and robots who are driving being able to coexist, the habits of people need to be able to adjust as robots become another user in the system. It will take time for people to adjust. The future challenge for the UX community will be to design how people learn about how to work with AIs and how to behave around AIs, how to trust and understand them. UX designers will need to understand how to create the contexts that enable people and AIs to work seamlessly together. «

It will take time for people to adjust.

Will smart wearables be able to predict emotions?

» The technology to do this is available and AI techniques are getting increasingly better at facial recognition and recognizing emotion on a person's facial expression. Eventually robots will become better at this than humans within specific contexts. Children on the autism spectrum, for example, do not know how to recognize emotion, so a robot could be of great help with disabilities like this. However, humans process multimodal signals and getting to humanlike level of capability will not be easy. In general, AIs will only get better; the real difficulty lies in changing human systems. The seamless adoption of AI enabled services and products will depend on how humans understand and accept them as a way of life, intended to augment us, not take over or replace us. «

Nandini Nayak

Company: Fjord
Position: Managing Director, Design Strategy Lead

Nandini Nayak is an experienced Digital Strategy Senior Executive with expertise in working at the intersection of customer, technology/analytics and business processes to drive digital transformation with a human lens and an eye toward business outcomes. Nayak previously worked at the R&D Lab at Hewlett Packard as a Human Factors Engineer, later on becoming the Senior Director for Digital Experience Strategy and Analytics.

NEW SOCIETY

Use Case

Using cryptocurrency and simplified payment methods, the protection and security of digital financial transactions is increasingly strengthened. In addition, the employments of these methods do not leave a digital footprint. The user regains data sovereignty.

Interview with Peter Gregersen | MobilePay

PAYING is EASY, TRUSTING is HARD

Interview conducted at the World Usability Congress
October 17th, 2018

- UX designers aim to find solutions to obstacles such as exchange rates and currencies.
- Technology must adapt to human needs.
- Humans are not evolving as quickly as technology.
- Being perceived as trustworthy and being able to maintain the trust of customers is essential.

What does the future of UX look like?

Peter Gregersen » I believe UX will become more prominent and popular, and that there will be a trend towards simple and easily understandable services. Technology is evolving rather quickly. Humans, however, do not evolve as quickly, we are still using our senses and we still have emotions. Therefore, the technology must adapt to human needs and solve problems. It is essential to combine UX and technology, using UX to put humans at the center, instead of abiding in an echo chamber of virtual reality without being able to see the real world. There is a general trend aiming to make life easier, which is probably the eternal end-goal of UX, to improve lives and living standards, thereby actually making an impact. «

Technology is evolving rather quickly. Humans, however, do not evolve as quickly, we are still using our senses and still have emotions.

Can you identify a trend in your field of work?

» As far as the financial sector is concerned, it is important to acknowledge how easy payments have already become. Payment has become a digital product, but it is not entirely universal yet. As far as privacy and big data are concerned, digitalized payments are not as private as traditional payments are. Therefore, being perceived as trustworthy is a crucial aspect and being able to maintain the trust of customers is incredibly important. UX designers are aiming to further improve and ease payments by finding

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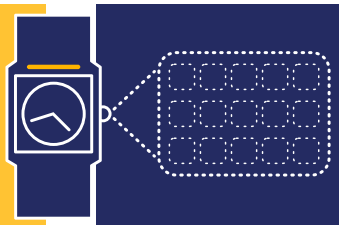

a solution to hindrances and impediments of the financial system such as exchange rates and currencies. Especially in the age of globalization, we need to ask ourselves why we even have obstacles like these. Moreover, I believe the trust issue is fairly important as well and will remain important regarding collecting data and the GDPR. Respecting the private lives of people is crucial. As more companies are moving into the financial sector, they are pushing the question of who to trust, perhaps even resulting in a battle over the consumer's trust in the future. «

As more companies are moving into the financial sector, they are pushing the question of who to trust, perhaps even resulting in a battle over the consumer's trust in the future.

What do you think about the difference between online and offline experiences?

» I do not believe in a distinction between online and offline experience, I argue there is one life, and what is often described as a distinction is actually a lens through which the difference is looked at. Since these different experiences are part of the same life, they need to be combined. In my opinion, there is a certain dualism. On the one hand, there is understanding technology and specializing in a certain field such as VR, on the other hand, there is the aspect of acknowledging the human side, which includes being socially empathic. Technology must not get out of hand, but must cater to human needs instead of the other way around. «

Peter Gregersen

Company: MobilePay
Position: Lead UX Designer

Peter Gregersen is a Danish UX Designer. He has conceptualized and designed mobile banking products since 2007, including award winning Danske Mobilbank (Denmark's first native mobile bank) and MobilePay (the largest Nordic mobile payment solution). Currently, he is working on strategic projects and concepts for MobilePay and its 4 million Nordic users.

Use Case

Components and elements taken from well-known games are subtly implemented into industrial facilities. Employing game principles in control systems into the control systems helps maintain concentration, attitude and mood of the user operating the machines.

Interview with Christopher Grant | KING Games

TRUE GAMIFICATION is the NEXT BIG THING

Interview conducted at the World Usability Congress
October 17th, 2018

- Apps and experiences use game principles in a very simplistic and obvious way.
- There will be a shift from visual to conversational interfaces.
- There are emotional rewards and drivers related to games that can be applied to products.
- UX designers will need to learn the motivations behind playing the games.

Is gamification in UX the next or the last big thing?

Christopher Grant » True gamification is the next big thing. I think that there are numerous apps and a lot of experiences that are trying to use principles from games, in a very simplistic and obvious way. I think we still have yet to see apps understand some of the biggest, deepest lessons from games and apply them in a less obvious way. In other words, we see apps and services adding a component used in games, therefore trying to make use of the game principle, which is the last big thing. The next big thing is to do that in a more subtle way, where we do not clearly announce to people what the game component is, but to have it baked-in more. You can now start to see the same ideas from games being integrated deeper inside applications and services. «

I think we still have to see apps understand some of the biggest, deepest lessons from games and apply them in a less obvious way.

What does true gamification being the next big thing mean for UX designers?

» UX designers need to understand that there are emotional rewards and emotional drivers related to games that can be applied to their products to balance the current emotional rewards and emotional drivers, which are products that solve a problem for people. Most of the positive feelings and pleasurable experiences we get from a product stem from how it solves a problem for us. «

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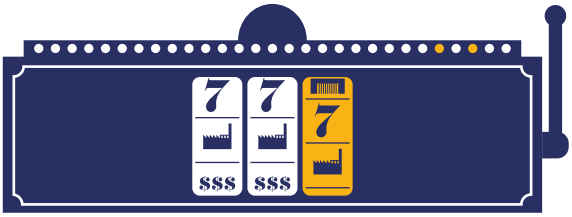
How will gamification change the industry in 2019?



- 19% Strong
- 39% Rather strong
- 37% Rather little
- 5% Little

This survey was conducted during the World Usability Congress 2018.

What does this mean for the future skills of UX designers and what will be different next year compared to this year?

» Assuming my predictions are true, UX designers will need to learn the motivations behind playing the games, and they need to learn game design principles, i.e. how to unlock and deliver on these motivations. UX will be a lot less about designing interface, but will be more about discovering how to answer the questions about what people want, and using artificial intelligence to deliver on that. A trend that has already started, but will be even more important next year is the disappearance of the visual user interface and the following shift to conversational interface, as we will interact more and more without our eyes. As UX is becoming less visual, broader and more conversational, I would invite people that are from disciplines and with skillsets that are not necessarily visual, such as linguists, sociologists and psychologists, to think about becoming UX designers. «

Christopher Grant

Company: King Games
Position: Senior Director of Experimental UX at King Games

Christopher Grant has led product design teams in the US and Europe for over a decade, specializing in strategic projects. Today he is Senior Director of Experimental User Experience at KING. Previously, Grant worked with Tuenti, Credit Suisse and Grupo Intercom, as well as innovative startups. In addition, he was SVP for User Experience at the education site Sclipo.

NEW SOCIETY

Use Case

The user synchronizes and links domestic appliances with a corresponding smartphone or a type of wearable. This is accomplished by audio commands directed to the device. Therefore, functions of the correlating appliances will be altered according to the user's demands.

Interview with Kevin Lee | Visa, Inc.

WEARABLES and the INTERNET of THINGS

Interview conducted at the World Usability Congress
October 17th, 2018

- Every single device adds information to the cognitive load leading to seamlessly integrated UX.
- It is increasingly important for UX designers to think more about unhappy user paths.
- Voice-based interfaces or "Faceless interaction" becomes the primary way of interaction.
- User experience is not just what happens on the screen.

How would you describe the future development of UX?

Kevin Lee » In the future, various smart wearables and IoT devices are going to be merged or at least seamlessly integrated to deliver a better user and service experience. This trend is fueled by the fact that each wearable or connected device adds a tremendous cognitive load for users (e.g. passwords, credentials, security questions, interaction models). If you think about how many wearables or IoT devices consumers already have, it becomes a huge user experience challenge. Not even considering that each single device must be charged and taken care of physically. This means that the UX community will need an even deeper understanding of the consumer journey and system thinking to determine how each wearable should be integrated. «

> Each wearable or connected device adds a tremendous cognitive load for users.

What are the skills a UX designer should have?

» Given the inevitable challenge of wearables and many other connected products, UX designers have to look at all of the aspects of a product from a unique angle (e.g. aesthetics, lifestyle, functionality, convenience or usability). That being said, many people make the mistake to assume that UX is only about screens although it is so much more. In many cases it can be helpful to look at the user experience from a different area like industrial design. This helps to get a broader picture. By gaining a deep

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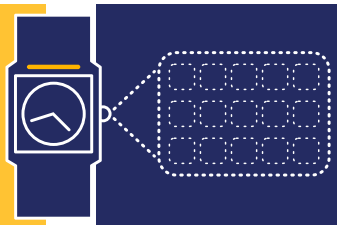


understanding or even experience in working on wearables and IoT products, a UX designer will have more integrated understanding of what UX really means. Another key skill required for a UX designer is being more user-centered than ever before. Conventional user interaction is gradually shifting from point and click to what I call 'faceless' interaction using voice-based experience. Being more empathetic towards different types of users and having a deep understanding of interaction models and when to use them makes a UX designer paramount. «

What is the role of wearables in the future development of UX?

» It is important to realize that some wearables and IoT devices are not a megatrend (although it appears to be) rather than just a transient product. Instead of focusing on the user experience of form factors, designers need to think critical about collateral side effects such as the feeling of being wiretapped thru an app, a disconnected user experience despite all devices are being connected but operated thru different interfaces and most importantly unanticipated and unpredictable environmental or situational factors. All of these require UX designers to put more focus on designing for failures (aka unhappy consumer paths), instead of designing for ideal user journeys. «

Some wearables and IoT devices are not a megatrend.

Kevin Lee

Company: Visa, Inc.
Position: Executive Director, Vice President and Head of Design

Kevin Lee is Executive Director, Vice President and Head of Design at Visa, Inc, responsible for setting the vision and the strategy of design and user experience for Innovation Centers in Europe and CEMEA. Previously he was responsible for building and leading Visa's global digital design team and brought in human-centered design and design thinking expertise to help creating the innovative digital product experiences as well as an innovative design systems platform which has been recently recognized by Fast Company for 2017 Innovation by Design Awards.

NEW SOCIETY

Use Case

The user will be able to use personalized avatars in order to buy tailored clothing online. With digitally stored data, the avatar will provide a customized selection of outfits. By individualizing the range to choose from, the shopping experience will be optimized.

Interview with Timo Sackmann | Independent Consultant

AVATARS assisting in SHOPPING

Interview conducted at the World Usability Congress
October 17th, 2018

- The production supply chain will become more digital.
- UX professionals will be either researchers, conceptors, UI designers or visual designers.
- It will be possible to try on outfits on an avatar based on personal size.
- The production of custom-tailored clothes will become cheaper.

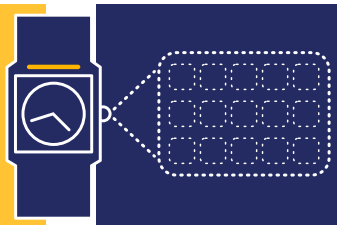
What does the future of UX look like and what will this mean for the skills of UX designers?

Timo Sackmann » In my opinion, UX disciplines will still be quite diverse, meaning that there will be a diversification of different roles. In addition to that, more specialized tools will evolve. As far as the skills of UX designers are concerned, I believe that there will be four different fields: researchers, conceptors, UI designers and visual designers. Some will be more hybrid and some will be more focused, however all of them should have basic skills in the other fields enabling them to understand each other and to communicate efficiently and effectively. Thus a common mindset of Design Thinking will become the lingua franca not only for design but also for other disciplines such as business or engineering. There is a trend toward making the supply chain more trackable, however I am not quite sure if this trend has a substantial impact on sales and I do not know how big the market for this concept is, whether it is sustainable or not and how much growth there is behind it. «

> The customers will try on and change complete outfits virtually in seconds only by a finger swipe.

Can you tell us about any changes in retail?

» First of all, the production supply chain will become more digital. As of right now, samples are still physical, but they will be replaced or at least combined with digital components or a composition of components. This will lead to a dramatic increase in speed and efficiency. →



This digital supply chain will also enable new digital services for consumers. For example, the digital 3D models of products in combination with customer data will lead to totally new shopping experiences. It will be possible to try on outfits on a realistic avatar based on my personal body measurements. The customers will try on and change complete outfits virtually in seconds at a swipe of a finger. This will make clothes shopping a more efficient, convenient and, most of all, inspiring experience. Not to mention the intelligent algorithms which will make recommendations based on former shopping behavior. «

Are there any other trends identifiable in retail?

» I believe that the production of custom-tailored clothes will become much cheaper. Through a better incorporation of personal data in the future, garments will be produced by machines to match a customer's personal size, meaning that people will be able to order by their individual size, ensuring the garments always fit perfectly. As with all aspects touching on big data, the topics of data privacy and trust are crucial to these services. Contrary to some beliefs, I think that people will become increasingly restrictive with their data. Therefore, companies which are trusted by consumers will have a decisive advantage when it comes to developing data-driven services. «

Contrary to some beliefs, I think that people will become increasingly restrictive with their data.

Timo Sackmann

Company: Independent Consultant
Position: User Experience Researcher and Design Thinking Coach

Timo Sackmann works as a UX Researcher and Design Thinking Coach across different organizations and industries. He started his professional career a decade ago as User Researcher in R&D at Deutsche Telekom Laboratories. He built-up and headed the User Experience Center located at the Telekom headquarters in Bonn. Sackmann's academic background includes a MSc in Cognitive Science (Human-Computer-Interaction).

Interview with Wolf Brüning | OTTO GmbH & CO KG

From PUSH to PULL

Interview conducted at the World Usability Congress
October 17th, 2018

- The push-to-pull movement describes a new way on how to approach the customer.
- Users are becoming more powerful and demanding than ever before.
- The concept of sharing instead of owning will become more prominent.
- Understanding not just the user and technology but also business becomes more important ofr UX.

What do you predict for the future development of UX?

Wolf Brüning » The status quo can still be described as classic marketing work. Someone is producing something and wants to push it on the customer. So the critical task is to figure out how to send and sell to the customer. But the web is giving more and more power to the customer, for instance by enabling them to compare prices online. Also, future technologies will empower customers; there will be more knowledge of what can be bought as well as more possibilities to buy, resulting in users not having to settle for a specific company. In addition, the user will be more confident and empowered to demand certain things of companies, not just in terms of product quality and services, but also concerning ecological and social responsibility. As a result, spending will shift towards companies and start-ups focusing on understanding what the user's needs and problems really are and how they can be efficiently solved. In other words, understanding users and providing concepts to fulfill their needs will make companies more successful. As provider of user insights and user centric solutions the discipline of UX will become a lot more important. «

> ..., understanding users and providing concepts to fulfill their needs will allow the discipline of UX to become more important.

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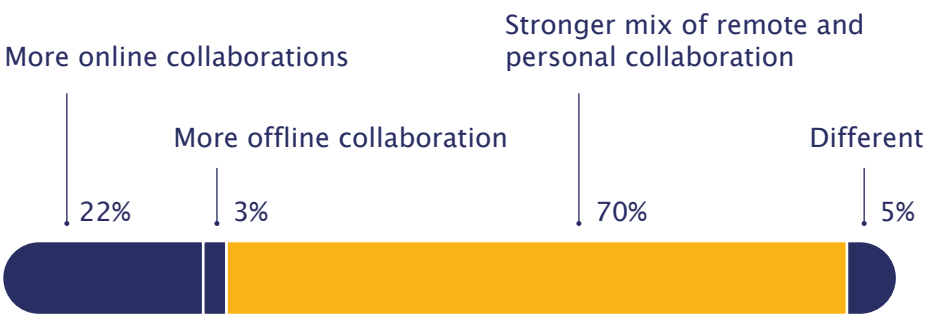


This survey was conducted during the World Usability Congress 2018.

What does this mean for the skills of UX designers?

» At the moment, understanding the user is the main principle, with understanding technology in second place. What is changing different is the importance of understanding business, as it has become more significant for our discipline. Assuming a user and business perspective will be the path to take. Having multiple, different perspectives at your disposal and looking beyond developers, designers and product managers will open the door to other ways of thinking and more diverse skill sets. «

What is changing different is the importance of understanding business, as it has gained in significance.

How will trends such as "LOHAS", i.e. Lifestyle of Health and Sustainability, relate to UX?

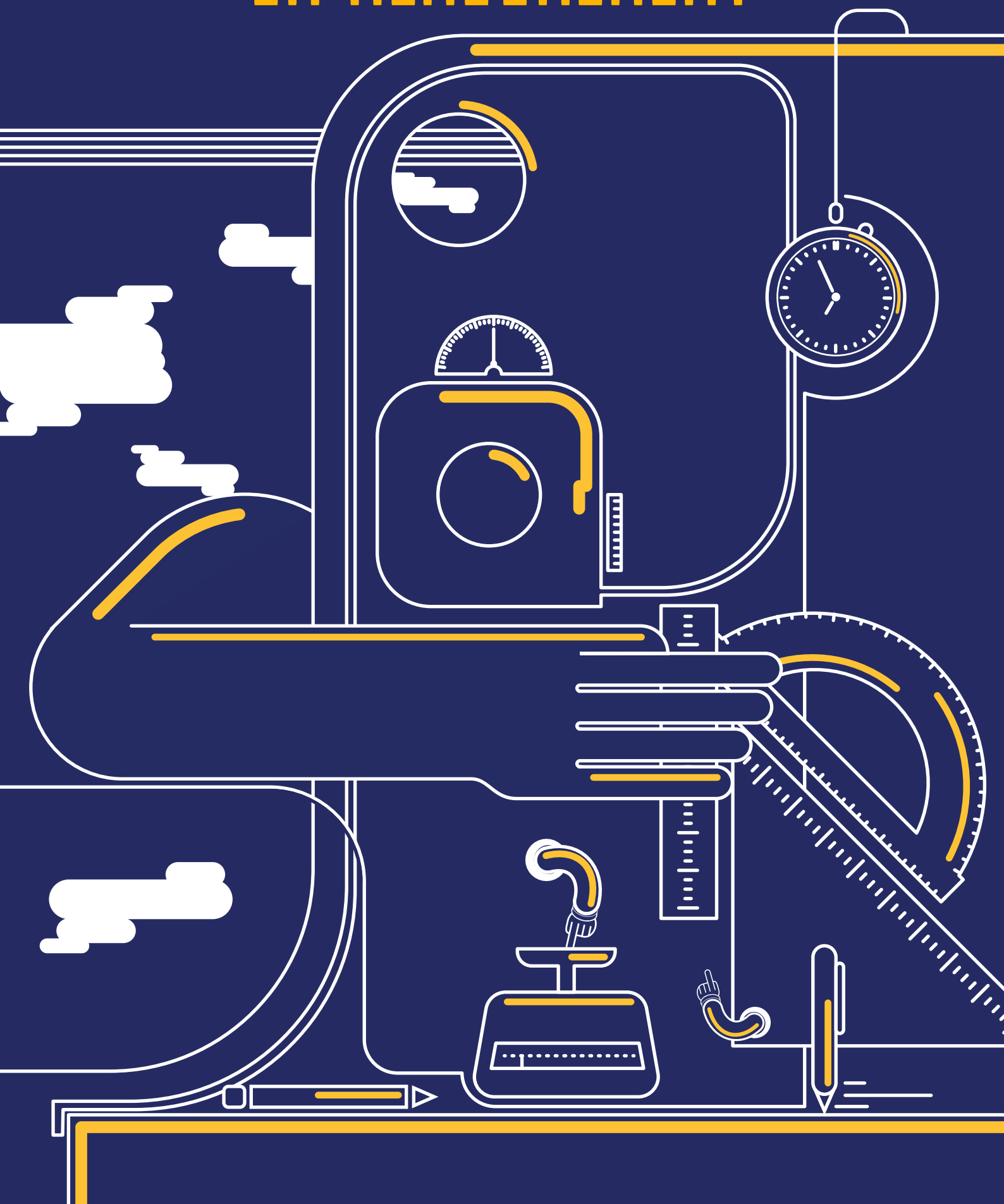
» I believe sharing concepts will become more and more powerful than they currently are, yet to most people, convenience will still be more important because they do not want the hassle and effort. This notion can also be applied to other trends such as self-driving cars. When they can be offered at the tap of an app in the future, they will become convenient, and people will prefer that to owning a car. Therefore, UX should pick up the convenience aspect and designers should ask themselves where the user does need convenience and where things are still too inconvenient, in order to be able to build products that cater better to the user's needs. «

Wolf Brüning

Company: OTTO GmbH & CO KG
Position: Executive User Experience Designer

Wolf is a Hamburg based Senior User Experience Designer. He is working at the e-commerce department of Germany's second largest online retail company OTTO. He is also the lead of the Discovery School, OTTO's internal training program for Design Thinking and Product Discovery. Besides his job he blogs about user experience and product management on his blog produktbezogen.de

UX MEASUREMENT



OVERVIEW

Change

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Interview with Aldrich Huang, UX Testing

Maturity

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Standardization

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Measuring UX Workshop

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Defining UX 67

Interview with Aldrich Huang | UX Testing

The MORE the BETTER doesn't apply to DATA

Interview conducted at the World Usability Congress
October 17th, 2018

- The physical store will not cease to exist.
- UX is a mindset, which will become common sense and disappear as a discipline.
- It is the task of UX designers to combine online and offline experiences.
- It is important to collect and extract the right data.

What are some future trends in UX?

Aldrich Huang » In the far future, and this notion may seem controversial, I believe UX will disappear. I would define UX as just a mindset which is about understanding colleagues, organizations as well as user-centricity. In my opinion, this mindset will become common sense and disappear as a discipline.
At the moment, the position of a UX designer is fairly popular because it is rather new, however I fear that technology might repress the jobs of UX designers by drastically reducing their work load. A trend that is worth mentioning is called cross-screen, referring to the fact that people still like to order by computer, yet prefer to review by mobile.
This interaction with different devices requires fluent content and requires UX to provide cross-screen experiences. Moreover, I believe we need to check the gap between business and UX people by establishing some medium of feedback. In the future, the focus will be on UX developers as well as people who have a background in sociology or psychology. The most important skill is communication, including listening to, interviewing and understanding users.
In my opinion, the greatest potential of UX lies in five industries, namely banking, insurance, entertainment, e-commerce and the airline industry. «

I would define UX as just a mindset which is about understanding colleagues, organizations as well as user-centricity.

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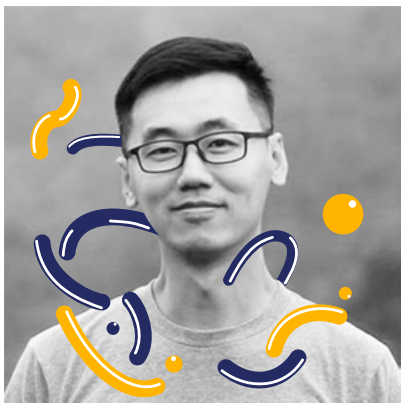
Do you think stores will cease to exist?

» I do not think stores will cease to exist, on the contrary, I argue that the physical store and the shopping experience are really important. There are already certain stores which do not have any staff, where customers are able to try on and order via their phones. This concept has been introduced as a response to one of the downsides of ordering online, which are high costs resulting from returning and sending products back. Having people try on first, minimizes the amount of clothing sent back which would result in expenses for the company. People have always liked to shop and enjoy touching and physically perceiving and experiencing. It is part of the task of UX designers to combine online and offline experiences. «

People have always liked to shop and enjoy touching and physically perceiving and experiencing.

What are your thoughts on collecting data?

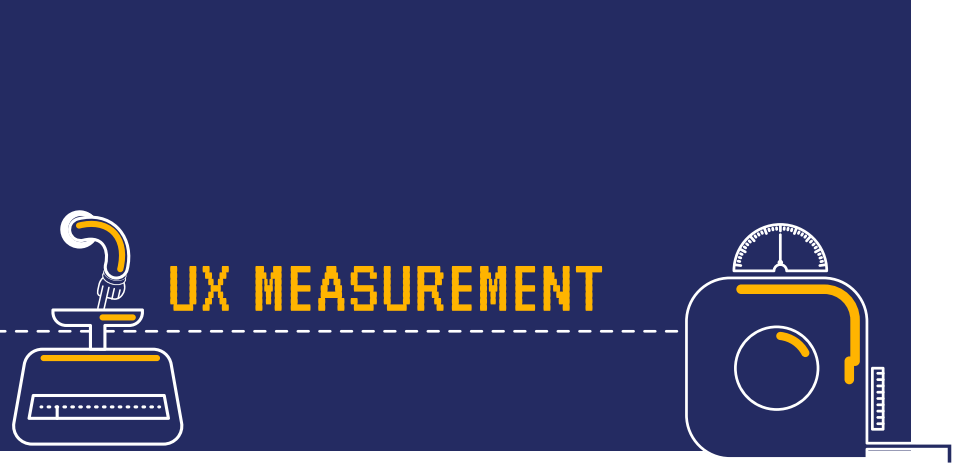
» In the future, it will be easier to collect data. It is important to mention that data is objective, whereas UX is very subjective. Many people have the perception that the more data is being collected, the better. I believe that currently, too much data is collected, and we need to find out how to collect and extract the right data. Data being collected in the wrong way will lead to wrong decisions. Robots are controlled by data and if we do not collect the right one, robots will make wrong decisions. Therefore, quantitative and qualitative data must be used together. «



Aldrich Huang

Company: UX Testing
Position: CEO & Co-Founder

Aldrich Huang is an entrepreneur, founder of SavvyUXer as well as organizer of the Savvy UX Summit. Currently, he is CEO at UXTesting, a company which he is the co-founder. Huang has worked in the field of law, business development, and customer experience for several years. He firmly believes that better user experience will bring joy to users.



Interview with Andrea Picchi | British Airways

Design MATURITY and HUMAN CENTRICITY

Interview conducted at the World Usability Congress
October 17th, 2018

- Psychology, neuroscience, computer science and business are the pillars of human-centered design.
- UX design is fairly different interpreted throughout the field.
- Design Thinking is a process worth adopting in multiple diverse departments of a company.
- Multidisciplinary teams will become even more diverse.

What does the future of UX look like, and what are possible implications for UX designers?

Andrea Picchi » User Experience is still a relatively young discipline, compared to other fields like architecture and industrial design. This fact manifests itself in two significant ways. On one side, there is not an equal level of craft maturity throughout the field, meaning that the knowledge-base of some people does not cover essential areas of design. On the other side, the educational opportunities available have significant differences standard of teaching and contents. As the UX field will continue to grow, it will become apparent to designers and educational institutes, the need to deeply absorb, master, and blend knowledge and skills from psychology and neuroscience, computer science, and business. These are the foundations, and prerequisites, of a human-centered problem-solving culture; also known as Design Thinking. «

How will this interplay manifest itself?

» One visible manifestation of this interplay is the use of multi-disciplinary teams and the cross-pollination that derives from that. This effect will help the discipline to permeate other areas of the business, making more non-designers aware of the value that human-centered design can add to a company. This new configuration will also promote new collaboration opportunities outside the design team itself. Designers will be able to use their mindset and tools to help other departments solve their specific problems. Designing is the practice of generating value through problem-solving. Marketing and Human Resources are two

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typical examples of groups that can benefit from the use of this human-centered practice of solving problems. Teaching non-designers to adopt a human-centered mindset will also increase the design maturity inside a company. «

What skills will designers need to acquire based on these assertions?

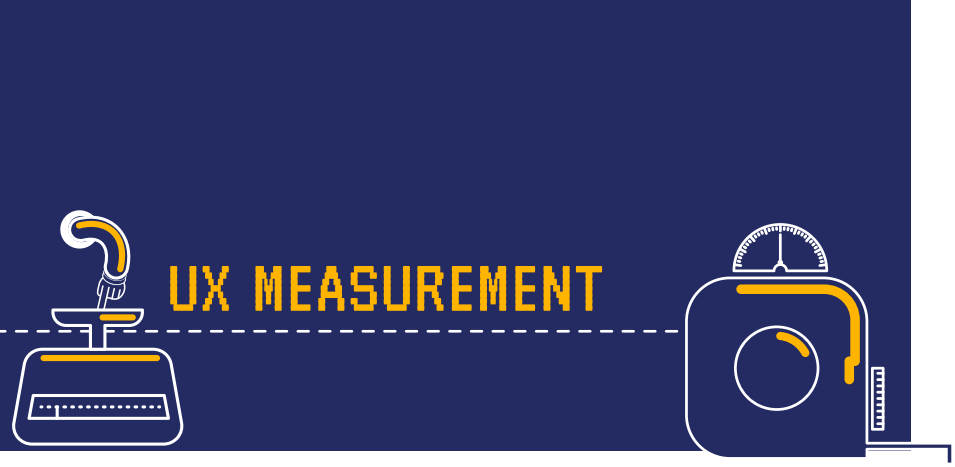
» As we previously touched upon, the foundations of human-centered design and the field of UX are psychology and neuroscience, computer science, and business. On top of these pillars, a designer must acquire craft-specific skills. Psychology and neuroscience knowledge give to the designer the essential understanding to frame a problem and solve it from a human first perspective by considering surface and articulate unspoken needs. Business knowledge provides the sensibility needed to articulate a sustainable business model based on the fulfillment of these needs, and consequently monetize that fulfillment through a proposed solution. Computer science knowledge provides the knowledge necessary to understand and eventually overcome the technical constraints involved in delivering the proposed solution to the problem. «

> Designing is the practice of generating value through problem-solving.

Andrea Picchi

Company: British Airways
Position: Design Lead

Andrea Picchi is an experience designer with a background in cognitive psychology and computer science refined his background in human-computer interaction at Stanford and design thinking and business at MIT.
With 20+ years of experience in the field of UX-UI, product and service design, in the past 10+ years, he has been leading teams and personally contributing to the creation of integrated Omni-channel, holistic, experiences.



Interview with Mike Hanna | CATi

Limiting MEDICAL ERRORS by higher Quality INSTRUCTIONS

Interview conducted at the World Usability Congress
October 17th, 2018

- It is impossible to compare quality in the virtual world.
- Policies and procedures do not mandate quality.
- Soft-skills are essential for UX designers.
- In the long-term, there will be an expansion on simplicity and simple solutions.

Can you identify some trends and future developments in UX?

Mike Hanna » I believe that in the short term, there will be a bit of retraction. The market is a rather flashy and hectic, business-to-business type of market, which does not solve users problems conveniently. In the long term, I think there will be an expansion on simplicity and simple solutions, resulting in certain features being enhanced while removing other features that only serve a small percentage of the consumers. Moreover, I believe there will be a trend towards excitement. People want mundane experiences to be exciting. A better term for this phenomenon is engagement. By increasing positive, emotional engagement, people will be more excited to spend money as they will be more comfortable doing so. As far as shopping is concerned, I do not see it going anywhere, as it is an experience that is attractive to people. You shop because you have to. Also, it is impossible to compare quality in the virtual world. Stains and tears will not be something to watch out for in online shopping, as there is no virtual replication of those.

> I believe we have to establish where the lines are of how far technology can go.

I believe we have to establish where the lines are of how far technology can go. Furthermore, I see a huge expansion in automation coming in the next years. However, as automation will not be able to save you when things go sideways, the trend has shifted to reintroducing people to work environments which they have previously been removed of. «

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What is the most significant challenge for UX?

» A challenge that needs to be tackled is that policies and procedures do not mandate quality. Far too often, there is poor documentation, wrong or no instructions at all. The mundane thing to do would be to use research in order to develop standards to provide safety to users. Take medicine, for example. Medical errors cost lives; therefore we have an incredibly high standard in this field, which requires instructions for patients, nurses, doctors, medications and medical mistakes, among others. Nowadays elderly people take more medication, all of which need to be scheduled and adjusted to each other, for which information needs to be available. This cannot be achieved by an app, seeing that elderly people do not use apps as we do. In other words, the elder generation has different user needs. There is no standard for instruction and communication of information for medical personnel, making adherence a huge problem. Higher quality instructions increase adherence, compliance and performance. «

Higher quality instructions increase adherence, compliance and performance.

Based on these assertions, what skills will a UX designer need?

» I believe soft skills will be essential. Designers need to be able to walk up to a user and to initiate communication with them, ideally in a non-threatening way. Only when the user feels comfortable, designers can discuss the problem with them. This certainly takes practice and requires an aware effort. In addition, I would argue that basic economics is useful as well, given that there is always a little bit of finance involved in UX. «

Mike Hanna

Company: CATi
Position: Management System Coordinator, Director of US Operations

Mike Hanna has worked as an Operator, Training Foreman, Project Manager and Procedure Analyst in the oil and gas industry for over two decades. Having gained a vast amount of knowledge, Hanna is able to apply his experience to Usability Engineering and documentation. Currently, Mike Hanna is the Director for US Operations at CAT-i USA.

Measuring UX Workshop

Let's define measurable UX together

The World Usability Congress was not just about listening to speakers from around the world, but also about participation. Over 200 people shared their experiences in a workshop to generate ideas on how to make different aspects of UX measureable. Guided by professionals and receiving input from Kevin Lee (Visa) and many others, the participants generated hundreds of ideas and started a discourse with each another on how UX can be measured.

How to measure in B2B?
Of course when users need to use a feature. It's the only moment they're approachable.

Define "Engagement" for the user. Problem: Does the user want engagement? Where do I or the company need engagement?

What is happiness?
It's an individual emotion…
and culture-specific.

Success ≠ Quality experience
Call it what you want… but measure it!

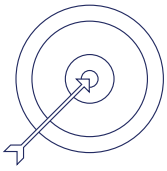
USER EXPERIENCE
The sum of a series of interactions

UX MEASUREMENT
The continuous control of a series of interactions

Here is a step-by-step instruction on how to measure nearly everything you want

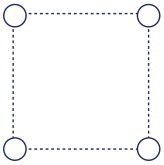
1. Set a goal & make it awesome

- Define a specific and exact goal.
- Set a time span.
- Think about how you want to collect the data you need.



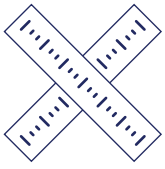
2. Define all touchpoints

- Search for all touchpoints around your target and define the Call to Action!



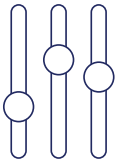
3. Start measuring

- It doesn't matter how you call it, but start measuring right now!
- Measuring is always about comparing one result to another.



4. Control and optimize

- Keep improving your UX.
- Measuring becomes more significant the longer you keep doing it.



#Conclusion

UX DESIGNERS will become CENTRAL in SHAPING SOCIETY

In the upcoming years, UX design will change dramatically. This change will not only be driven by new technologies, some of which are not yet predictable, but by our changing lifestyles.

Two human needs that allegedly contradict each other – inner peace and time – collide with the relentless availability of each individual. It is at the crossway of these different tendencies where User Expierence designers need to create services that are more intuitive and exciting, but they also have to walk a thin line between acceleration and deceleration. To achieve this goal, UX designers will rely on new technologies as well as disciplines that have not yet been taken into consideration in the field of UX. Psychologists, behavioral scientists, futurologists, linguists and cultural scientists will all have a central part to play in the future development of UX design. This expertise uniting several sciences will not only turn UX into one of the driving forces of the century, it will trigger major changes in society. This way, UX designers will shape all our very lives.

UX 2030 - What the DISTANT FUTURE HOLDS for UX

Of course we don't want to miss this opportunity to not just interview leading Designers, Manager, Strategists, Consultants etc. about their thoughts on current trends in the field of UX, but to also think about what the distant future might bring.

Use Case #Age of Immediacy

Instant messaging, next day deliveries and 24/7 customer service constantly raises customers' expectations on how long they'll have to wait for anything. Regardless of what service or product they'll want, they'll want it in a matter of seconds. In fact, they will grow even more impatient. UX and companies of all kinds will need to adapt to this and make sure to be able to deliver whatever service they offer instantaneously, or at least make it seem as if.

Use Case #Brands take Action

Users already like to identify themselves with certain brands. Often even more than they do with political parties. And as those users get pickier about who they want to identify with, brands will have to position themselves even more along political and social issues. Furthermore, brands get more and more immersive and want to accompany their users from the cradle to their grave. The industry already has a huge influence on political parties and these borders will shift even more. Imagine a world where you vote for “Apple” or “Nike” instead of “republicans” or “democrats”.

Use Case #Robotic Retirement

One of the target groups that oftentimes are overseen these days will be more than just present in the distant future. The group of the elderly people will not just be more prominent, it will be dominant in the currently leading countries. The rising life expectancy will lead to a huge shift in needed services affecting the medical area making services like a globally cloud based patients record a must have. Or even providing medical home consultation by self-controlled robot-docs.

Use Case #Predictive World

In London, software equipped with artificial intelligence already predicts the most probable location and time a crime will be committed. But this technology will not only be used to prevent crimes, it will be a service used in many fields. Companies will perfect this by providing their customers not only with what they ask for but what they actually want. They will provide us with our favorite soft drinks when we have to wait somewhere or send us tickets for an already booked and paid vacation to our doorsteps even before we ask for it. Many aspects in life will be predefined for us taking away the burden of deciding.

#Conclusion

UXQCC DON'T BE A UX Charlatan

The User Experience Quality Certification Center (UXQCC) helps you prove that you are an expert and not an UX charlatan.

In the very moment UX was first mentioned everybody suddenly started to present themselves as UX designer, UX strategist or even UX evangelist not even knowing the slightest bit about it. Companies started hiring and since close to nobody had a clue what it really was about, things went well for quite a while.
Over time, this trend evolved. People kept pretending they are UX designers and companies kept hiring them, but nowadays more and more companies start to realize the mistake they've made and get pickier about whom to hire.
The UXQCC wants to help both sides. We want to help UX designers having valid proof of their skills, setting them ahead of their competitors. And we want to help companies, making it easy to evaluate the specific skills an individual has.
Soon we realized that individuals are not the only ones who want prove of their skills. Companies approached us to implement UX as a philosophy into their business. Bringing the user back into the core of each firm and giving them a measureable market advantage.

UX QUALITY CERTIFICATION CENTER

- PERSONAL Certification
- PRODUCT Certification
- COMPANY Certification

If you are curious about how you can improve your UX skills visit **www.uxqcc.com**

UX QUALITY CERTIFICATION CENTER

We live in a rapidly changing world where job titles and requirements are ever-changing. By providing a certification we want to set a new standard of what UX means and what set of skills an individual need to fulfill the tasks of an UX professional. Each single applicant is evaluated by a committee of highly experienced UX professionals from around the globe.

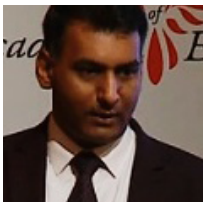
Craig Tomlin,
USA

Helen Gelderblom,
South Africa

Jennifer Romano
Bergstrom, USA

Klaus Hofer,
Canada

Leticia Gomez,
South America



Naveed Syed,
UAE

Robert Pucher,
Austria

Toshikazu Shinohara,
Japan

Tuck Leong,
Australia

Vivian Gomes,
India

Xinwen Qi,
China

Yvonne Liu,
China

#Conclusion

Why WE DO what WE DO

Here at youspi we have one big obsession and that's UX. Our main mission is to promote UX to as many people as possible by providing our customers with state-of-the-art solutions to their individual needs and problems. We are an UX design consultancy right in the middle of Austria and strive since more than 10 years to provide companies with not just all they need to know about UX but also with hands on solutions to showcase improvement possibilities and enhancements. We consult, research, analyze, create concepts and prototypes, test, maintain and provide knowledge and insights thru workshops.

As a leading-edge User Experience consultancy, we see it also as our duty to share our knowledge and spread the possible benefits of UX to a broad audience of designers, managers, companies, entrepreneurs or even interested individuals. One way to achieve that is by providing the steadily growing UX community with a platform where they can share their experiences and knowledge. Therefore, we founded the World Usability Congress 10 years ago. An annually two-day conference where design leaders, CEO's and entrepreneurs come together to talk about UX. This platform provides us on a regular basis with great insights into current trends and where the particular field of UX is heading.
Leading to the UX Trend Report 2019 you're reading right now.
A collection of interviews with UX professionals from all around the globe and their thoughts on the future of UX.

youspi

Be sure to check out our website for more detailed information **www.youspi.com**

World Usability Congress

16 – 17 October 2019

The World Usability Congress is an international two-day User Experience conference taking place in Graz, Austria. It features well known speaker from all around the globe presenting state of the art methods and giving precious insights into how some of the most successful companies tackle problems. If you are looking for a way to advance your skills, get to know interesting people or get inspired the World Usability Congress is the place to be for you.

Save the date: Oct 16th-17th 2019

Visit our website for further information **www.worldusabilitycongress.com**

Acknowledgment

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Thank you

for sharing, spreading, promoting and in the end being part of what makes UX great!