

UX TREND REPORT 2020

CONTENTS

About

The UX Trend Report 2020

All you need to know about this report

05

Past, Present and Future of UX

Editorial Statement - HANNES ROBIER

06

The UX Trend Report Survey

Defining Trends in the UX Community

07

UX Strategy

Adaptability And Product Excellence

GÜLAY BIRAND | Facebook

11

Immerse In The Future

DOBRIAN DOBREV | Coca Cola

13

Give Your Ideas A Voice!

NIVEEN SAYEED | Medallia

15

Envisioning The Future

ALEX WRIGHT | Instagram

17

The Rise Of Ubiquitous UI

REINOUD BOSMAN | Philips Design

19

Limitations In AI And Voice Technology

TRIP O'DELL | Dark Matter

21

Make It And Break It

TIM SCANLON | ABB

23

Design And Development Relationship

CLEMENS POSCH | Parkside

25

CONTENTS

Software Development

Understanding AI And Facial Recognition

CLEMENS LUTSCH | Centigrade GmbH

29

A Coalition Of Data And UX

JARED HUKE | Daito Design

31

Autonomous Driving

Trust In Autonomous Vehicles

CAROL SMITH | Carnegie Mellon University

35

Future With Self Driving Cars

CHRISTOPHER GRABMAIER | Bertrandt/BMW

37

The Future of Mobility

DANIEL KELLER | Luxoft

39

UX Robotics

Robotic Helping Hands

VIMAL GOVIND | Genrobotic Innovations Pvt. Ltd.

43

eCommerce

Next Stage In eCommerce

STEVE 'BUZZ' PEARCE | Skyscanner

47

The Future Of UX In eCommerce

JÜRGEN BLEMATL | aarena.at

49

CONTENTS

Artificial Intelligence in UX

Advantages And The Future Of Digital Twin MIRJAM WOUTERS Philips Research	53
---	-----------

The Importance Of AI Personality SIMON ROSENQVIST Combine A/S	55
---	-----------

Ethics And AI DAVE BOON BAE Systems Applied Intelligence	57
--	-----------

Visual Design

Constant Desire To Connect JOE LANZISERO Lanzisero	61
--	-----------

Real Connections And Experiences SKOT CARRUTH Philosophie	63
---	-----------

Conclusion

The World Usability Congress The perfect place for you to boost your UX Skills	65
--	-----------

The UXQCC The User Experience Quality Certification Center	66
--	-----------

Acknowledgments Shout out to all these wonderful people	67
---	-----------

Appendix All Results of the UX Trend Report Survey 2020	69
---	-----------

THE UX TREND REPORT 2020

All you need to know about this very report

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 2020 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 2020 is administered by youspi Consulting that offers services ranging from strategy development and design to problem-solving and customer analysis for businesses. Ten years ago, youspi founded the World Usability Congress. At the World Usability Congress 2019, over 20 international design leaders were interviewed, while 250 experts participated in the UX Trend Report Survey.

HOW 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 the UX Trend Report Survey were analyzed and interpreted by experts.

PAST, PRESENT AND FUTURE OF UX

Editorial Statement by HANNES ROBIER

Why is it essential for UX experts to be aware of trends in this profession? User Experience has become a general job description in our digitalised world. And indeed, it is still employed for everything a company needs, such as addressing designers, engineers as well as marketeers. The reason for this is quite obvious: UX is a cross sectional function profession that has to meet a vast range of different expectations. But we are no designers per se; no GUI developers, and also no media and marketing specialists.

UX experts are mediators between the user, technology and business.

We, as UX professionals, have to have a wide knowledge in multiple disciplines including, but not limited to fields such as design, psychology, development, communication skills, marketing and business. We have to determine the best solution for different use cases, target groups and scenarios for diverse touch points. This is why UX is the key driver throughout every company, aiming at successfully mastering digitalisation. Creating such success in a sustainable way also implies the need to create meaningful solutions and to be more than state-of-the-art. UX engineers have to think ahead and anticipate what will happen in the near future.

UX experts have to be innovators and trendsetters.

This, exactly, is the reason why we created the UX Trend Report: To support our community of professionals, provide insight into UX trends based on expert opinions and drive innovation in every aspect. Feel free to dive in, re-read and use the information that will be relevant to you. We invite you to use this report as your trend booklet and guide through the many areas of UX Design.

At this point I want to express massive thanks to my team, to all UX experts who took part in the UX Trend Report 2020 – and to you, for taking the time to read. Please feel free to share and reach out to me via LinkedIn, if you have any feedback. Let's join forces for a greater global UX Community.



HANNES ROBIER | youspi

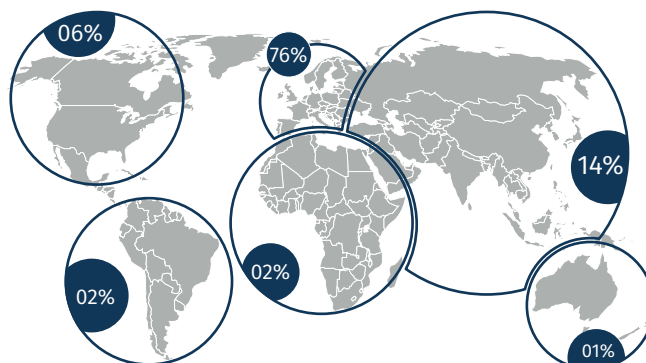
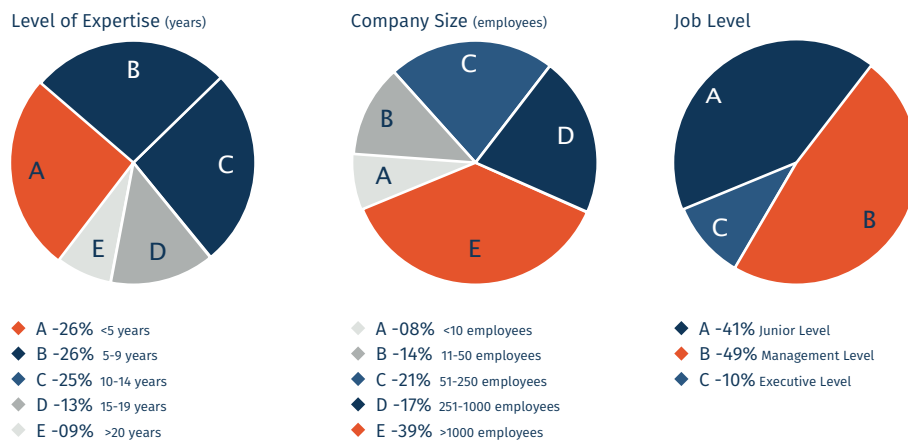
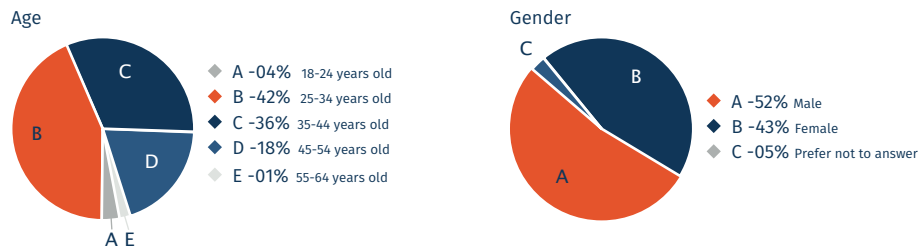
Chief Executive Officer - youspi, Senior UX Designer

Hannes Robier is the 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.

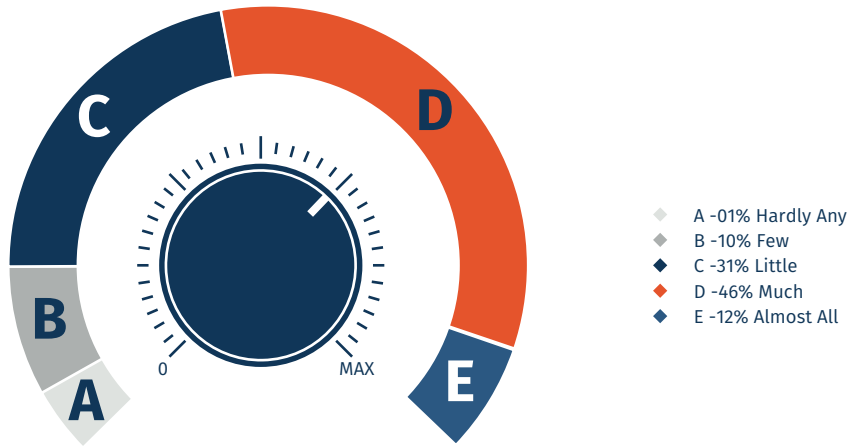
THE UX TREND REPORT SURVEY 2020

This survey was conducted at the World Usability Congress to evaluate possible future trends and to discuss important questions in the UX scene. In total, 250 designers, managers, and UX evangelists participated and shared their thoughts on how the future of User Experience might look.

250 Participants



Demographics of the Participants



To what extent is UX's potential currently exploited?

You'll find the survey results throughout the UX Trend Report 2020, either attached to an interview or all together at the very end. Continue browsing to learn what answers some of your colleagues from around the globe gave to questions like the above.

Rate the following topics and their importance in the near future compared to today (1/3):

- A -10% Remote Working
- B -0% Chat Bots
- C -0% VR/AR
- D -0% 5G/6G in UX
- E -0% AI/ML
- F -10% AR/VR
- G -10% AI/ML
- H -10% AI/ML
- I -10% AI/ML
- J -10% AI/ML

How do you rate the importance of UX for Business Success?

- A -30% Very Important
- B -20% Important
- C -30% Somewhat Important
- D -10% Unimportant
- E -10% Not Important At All

What were the most important Buzz Words in UX Design this year? (Multiple Answers Possible)

- A -10% Artificial Intelligence
- B -10% Design Systems
- C -10% Agile
- D -10% AI/ML
- E -10% AI/ML
- F -10% AI/ML
- G -10% AI/ML
- H -10% AI/ML
- I -10% AI/ML
- J -10% AI/ML

What fields and areas of UX are you currently most interested in? (Multiple Choice)

- A -40% UX Strategy
- B -40% User Research
- C -40% User Research
- D -40% User Research
- E -40% User Research
- F -40% User Research
- G -40% User Research
- H -40% User Research
- I -40% User Research
- J -40% User Research

Are you satisfied with the role and importance of UX in your company?

- A -30% Very Satisfied
- B -20% Satisfied
- C -30% Somewhat Satisfied
- D -10% Unsatisfied
- E -10% Very Unsatisfied

Do you measure the impact of UX in your company?

- A -30% Yes
- B -40% No

Why don't you measure the impact of UX in your company?

- A -30% No Resources
- B -10% Lack of Interest
- C -10% Not yet
- D -10% Different Priorities
- E -10% No General Interest in UX

Which technologies will change UX the most in 2020? (Multiple Choice)

- A -10% Artificial Intelligence
- B -10% AI/ML
- C -10% AI/ML
- D -10% AI/ML
- E -10% AI/ML
- F -10% AI/ML
- G -10% AI/ML
- H -10% AI/ML
- I -10% AI/ML
- J -10% AI/ML

Do you link UX KPIs to Business KPIs?

- A -40% Always
- B -10% Regularly
- C -10% Sometimes
- D -10% Seldomly
- E -10% Never

What major UX trends do you see for 2020? (Multiple Choice)

- A -40% Yes
- B -40% No

Will the work of UX Designers change over the course of the next 10 years?

- A -10 (Mentions) Shift to business level
- B -10 (Mentions) Automation of many tasks
- C -10 (Mentions) More holistic approach
- D -10 (Mentions) Great need to adapt to new technologies
- E -10 (Mentions) Professional Specialization

How will the work of UX Designers change in the next 10 years?

- A -10 (Mentions) UX Writer
- B -10 (Mentions) Conversational/Voice Designer
- C -10 (Mentions) UX Designer
- D -10 (Mentions) UX Designer
- E -10 (Mentions) UX Designer

UX STRATEGY

Adaptability And Product Excellence

GÜLAY BIRAND | Facebook

11

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13

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15

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ADAPTABILITY AND PRODUCT EXCELLENCE

How to thrive in the future

KEY TOPICS

- ◇ The rise and growth of UX Strategy
- ◇ Adaptability as a key to the future
- ◇ A solid framework for product excellence
- ◇ The future generation of UX designers

Interview with GÜLAY BIRAND from Facebook

Conducted at the World Usability Congress , Oct 16th 2019

What do you think about the future of UX?

» The focus is shifting more and more to UX Strategy. Design Automation is starting to grow and AI is also being implemented into our daily work. As these technologies evolve, they will take over more and more of the rather basic and mundane tasks. I don't think our jobs are endangered at all, quite the contrary: We should embrace technologies like automation and AI, adapt to it and focus on the way it's going to free us from doing the tedious workload so that we can focus on visionary and strategic work that we often yearn to do. Frankly, this is where we should spend most of our time. Another big trend is that I see screens slowly disappearing. I can imagine different modes of interacting with technology such as gestural interfaces and voice control are examples that come to mind. Especially in immersive technology, the options to read and write are often pretty low, which is why I think these types of interfaces will increase in the future. «

"We should embrace technologies like automation and AI, adapt to it and focus on the way it's going to free us from doing the tedious workload."

How do companies evaluate if UX creates a benefit?

» UX often finds itself in a position of having to defend its existence, even though intentional and strategic UX is quite important: Closing the UX gap really improves a business and helps it to grow. By creating a measurement framework that includes a benchmark, UX metrics tied to company and product goals, as well as a plan to improve the most critical user journeys, it becomes possible to tie UX activities directly to the ROI. UX also plays a major role in building consumer trust, which is vital to business success. UX supports the product with research – it truly understands what it is that users need and want. →

Putting those insights into designing, establishing and distributing a product is the goal of an UX organisation. It will get easier to defend the impact and benefit businesses can draw from UX in the future, but UX designers will still need to be excellent in demonstrating the value of their work by communicating clearly in business-terms. «

What has to be considered when re-designing a product, or updating the visual design of a brand?

» It's a really tricky balance to find out how much of a product you can change to create a new and exciting effect versus how much you need to keep the same for the user to still feel familiar with the product. A way you can solve this is by ensuring you have a solid framework for your definition of product excellence, ensuring the product has certain quality standards and then determine what makes it even better.

You constantly need to ask yourself questions like: Is it essential to the product to add a new feature? Do users actually need it or even ask

"Ultimately, product excellence is whatever the user thinks is excellent."

for it? In the case of a visual brand update, being very clear about the goals is critical. How is the brand perceived now? What are the associations with the brand? Looking at examples of how this was done poorly by big and successful brands for lessons is a good way to go as well. BP's redesigned logo to convey it's "green growth strategy" was very poorly received as there's nothing environmentally sound about drilling oil. Designers need to understand how a product is currently used as well as look into the future and anticipate how it might be used in new environments or markets. Product excellence is not fixed. It's going to evolve with the user's needs and the product's life cycle, with the maturity of your company and the market you're in. It's always going to adapt to your vision, your principles. With well established products and brands, there have to be small and incremental changes, tweaking things here and there and intentionally adapting to user's needs and wants. This is especially important when you're designing for a global audience. Ultimately, product excellence is whatever the user thinks is excellent. «



GÜLAY BIRAND | Facebook

UX Lead and Product Design Manager

Gülay joined Facebook as a Product Design Manager and UX Lead on Facebook Communities in February 2019, where she is working with her team to create excellent experiences that build social value and connection. Prior to Facebook, she spent 8 years at Google leading teams on Mobile Ads, Search, Identity, Hangouts, with the last 4 of those years as a UX Design Manager on Google Cloud Platform. Gülay's passion lies at the cross-section of responsible innovation and service design in all facets of user experience creation.



IMMERSE IN THE FUTURE

Telling stories on dematerialised interfaces

KEY TOPICS

- ◇ Embracing new technology in a dematerialised future
- ◇ User Experience: From buzzword to mindset
- ◇ Expecting a marriage between people and technology
- ◇ The importance of implementing storytelling into the design process

Interview with DOBRIAN DOBREV from Coca Cola Conducted at the World Usability Congress , Oct 16th 2019

What do you think about the future of UX?

» We have to embrace new technologies and have to be ready and willing to adapt to them as creative problem solvers. The way we interact with people and digital products will certainly change towards a more immersive experience. I believe the future of interaction to be dematerialised. Screens will disappear, instead we will have a digital, virtual layer on top of our physical world. Technology and devices could be implemented into our very bodies, we wouldn't even need wearables anymore. We will see a marriage between people and technology in ways that we have not experienced so far. «

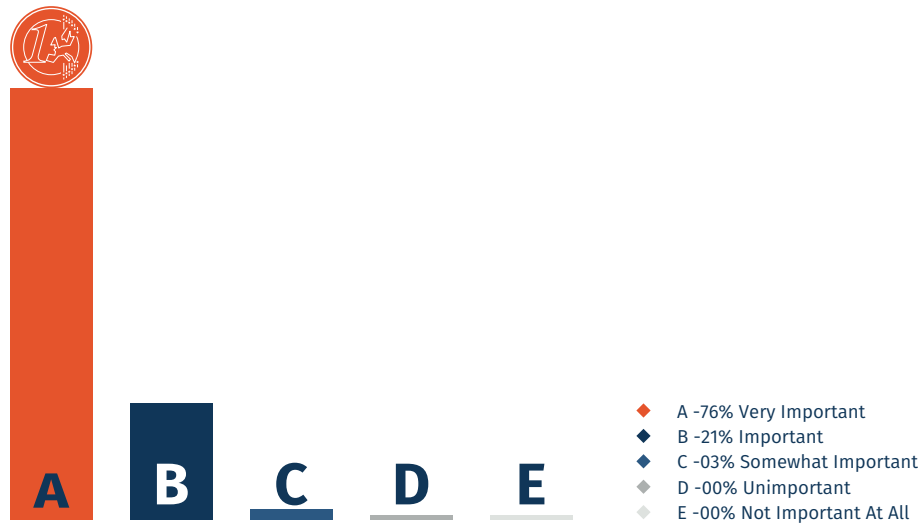
"Screens will disappear, instead we will have a digital, virtual layer on top of our physical world."

How do you rate the importance of UX for business success?

» Right now, I regard UX as more of a buzzword in most companies. But hopefully, we will see it turn from a buzzword into an actual mindset and company-wide culture. Design thinking will be implemented in enterprises more frequently. Regardless of what kind of product or service a company is offering, be it physical or digital, UX will be embraced on all levels. Because business recognises value. «

How important is storytelling when it comes to visual design?

» Storytelling is the most vital aspect of any design. Everyone likes and knows stories, we've been hearing them ever since we were children. The whole history of mankind is based on stories. A story provides context, it makes you feel engaged, it can immerse you. If I had a checklist for designing a successful product, storytelling would be right on top. →



How do you rate the importance of UX for Business Success?

It goes so much further than UX or design in general: We tell stories when we're presenting something, when we're giving a speech, when we're teaching or when we meet with friends. It's embedded in our daily lives. When implementing storytelling into the design process, it's best to start with the story, even if the story is just hypothetical. Beginning with the design before verbalising a narrative doesn't make sense. For me, the difference between a designer and an artist is that design is a selfless expression of yourself, while art is a selfish expression of yourself. As a designer you should always try to abstract yourself from your product and have the user in mind at every step of the way. You can make the greatest UI in the world, but if it's not feasible, then take it and hang it on a wall: You're an artist not a designer. «

"Design is a selfless expression of yourself, while art is a selfish expression of yourself."



DOBRIAN DOBREV | Coca Cola

Senior UX Designer

Dobrian Dobrev is an UX designer based in Sofia, Bulgaria. He has been working in the field of UX Design for the last 7 years and previously worked as an Infographic Designer & Information Architect. Dobrian was nominated for the ux-design-awards.com in 2017, has been an UX Mentor for the first WebVR Incubator in the world, has already spoken at World Usability Congress 2019, UX Istanbul 2019, UX Sofia 2017, UXify 2016 and is a published author on medium.com. He has a strong passion in designing meaningful immersive experiences (AR/VR/MR) that bring value to people way beyond entertainment and gaming.



GIVE YOUR IDEAS A VOICE!

From invisible UX to leadership qualities

KEY TOPICS

- ◇ Invisible UX for seamless experiences
- ◇ Embedded technology in everyday life
- ◇ Healthy irrelevance to hierarchies
- ◇ Servant leadership to strengthen teams

Interview with NIVEEN SAYEED from Medallia Conducted at the World Usability Congress , Oct 16th 2019

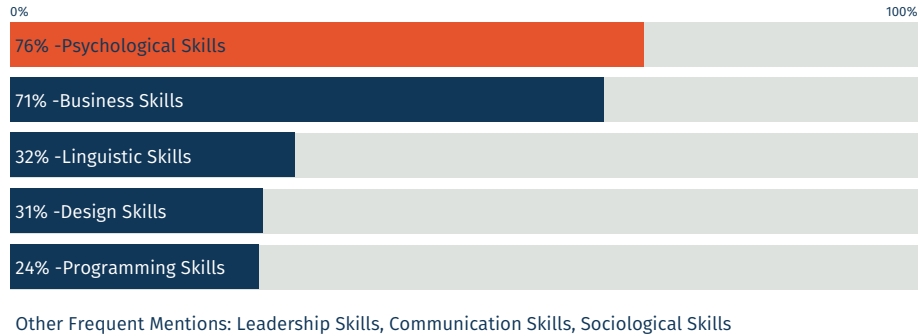
What do you think about the future of UX?

» UX needs to become a lot more invisible. We are still focused on the idea of making the usage of a product easier and easier, but in the future interfaces will slowly disappear. The less interface, the better. A goal will be to make products more seamless and integrate them more into the daily life of the user. For example voice-controlled devices: It's amazing how quickly you rely on these tools. The first thing you do when you get up is ask them about the weather. So I believe that we will see more of the kind of technology that is seamlessly embedded into a person's everyday life. «

"UX needs to become a lot more invisible."

What are key competences that the future generation of UX designers should acquire?

» The biggest game changer is to have a point of view. Most junior designers who just started the job tend to diminish their own points of view and adjust them according to what more experienced colleagues are saying. Having a healthy irrelevance for hierarchy can be vital. Too often, people are too intimidated to talk to someone from a higher rank. Rather than being shy and maybe even afraid, you should talk to people, build meaningful relationships and convince your colleagues and superiors of the value you add to the company. It's really important to communicate your point of view because it can be something no one else has ever thought about before. But regardless whether that point of view is something worth incorporating or not, just signalling that you are not afraid of sharing your opinion can be valuable and memorable. I would want that person on my team. « →



What skills will UX Designers need more in 2020?
(Multiple Choice)

How can you deal with transitioning from working as a team member to leading a team?

» Having experienced both roles, I personally strongly believe in servant leadership: A leader is here to make the life of their team members easier, not the other way around. My team members are not here to do menial tasks for me. A big challenge for me was the fact that there unfortunately are very little resources for research or design managers in general. There are a lot of general resources on management, but not all of them are as relevant to design management as I would like them to be. I wish there was more material on design management because it is something I had to learn by trial and error. Try to keep in mind the pain you experienced as a team member when you have transitioned to a leadership role, it will help you to relate better to their problems and not repeat the mistakes of your own managers. «

"I believe in servant leadership: A leader is here to make the life of their team members easier, not the other way around."



NIVEEN SAYEED | Medallia

Lead UX Researcher

Niveen Sayeed has been working in UX Strategy and research roles for several years now, with a broad range of experience. She currently works at an enterprise SAAS company and was involved in a presentation software company before that. Niveen also worked at AT&T's innovation center, where the projects were very diverse, including smartwatches, drone technology and connected cars.



ENVISIONING THE FUTURE

And how not to get distracted by it

KEY TOPICS

- ◇ Future markets and future roles of designers
- ◇ The importance of teaching future generations
- ◇ Realising ideas
- ◇ Leadership qualities

Interview with ALEX WRIGHT from Instagram Conducted at the World Usability Congress , Oct 16th 2019

What do you think about the future of UX?

» My hope is that we will see designers start to emerge into more senior leadership roles. The reality is that design is still seen as a bit of a service function in some organisations. I'd like to see a world where, as designers mature and become stronger leaders, they will start to become more influential inside organisations. And in that process I hope they will be in a position to encourage more of the kind of long-term strategic thinking that the world desperately needs. «

"Leaders have to have enough understanding of other domains to meaningfully communicate with them."

What are some key qualities that need to be acquired for leadership roles?

» First, social skills. Establishing collaborative relationships with people from other functions is vital. Secondly, also developing domain knowledge of those other functions is important. I've seen great design leaders who were really able to speak credibly to all departments, be it product management, engineering or data science. Leaders have to have enough understanding of those domains to meaningfully communicate with them. And lastly, I believe it comes down to having the right balance between openness and humility. Effective leaders tend to be humble and approachable. My former boss, Chad Dickerson (former CEO at Etsy), had a slogan he always liked to use: "Strong back, open heart." I think that's a key quality of leadership. «

What do you think is important when teaching future generations of UX/UI designers?

» We sometimes lack historical awareness of our profession, which is why teaching Design History would be on the top of my list. We don't really have a sense of being part of a longer historical narrative. →

There's limited awareness of some of the foundational work from earlier generations and practitioners like Industrial Design, Typography, Graphic Design and the like. We're often operating in a state of amnesia, where we're just making everything up as we go when there's actually so much to draw from.

This historical knowledge can be really useful to deepen and enrich the practice that we're all doing. So that we feel like we can situate ourselves in our practice. «

"As designers, we sometimes lack historical awareness of our profession, we don't really have a sense of being part of a longer historical narrative."

Which markets do you see opening up for UX involvement in the next years?

» Areas like health care, scientific research, governmental institutions as well as educational institutions offer lots of opportunities for UI/UX design to step in. However, in those areas it is often problematic to implement UX since those are such heavy-regulated and process-oriented organisations. They are not by default customer-oriented. But I think those areas could benefit tremendously from implementing more UX design and systems-oriented design thinking, especially health care. «

How important is storytelling in UX design?

» Good and effective research builds on narrative techniques. Researchers should move beyond the mindset of just delivering a few bullet points with some findings and recommendations. Researchers can benefit from developing skills in storytelling techniques and using narrative framing devices instead of relying solely on linear, just-the-facts kinds of presentations. «

What does it take to realise a great idea in UX design?

» Be able to connect your work to a bigger vision, a bigger picture, some larger purpose. To get there, to really build credibility, you have to be scrappy, you have to prototype quickly and not be afraid to expose your thinking early on. If you get stuck in lofty visioning and it takes you months to formulate a plan, you will quickly lose credibility. You have to maintain a bigger vision while also operating in the here and now and delivering tangible artifacts that people can connect with. The focus should be on ensuring that your vision, your thinking leads to something real. It's easy to distract yourself with the future. Of course it's crucial to think about the future and envision how we can built it, but we still have to live in the here and now. «



ALEX WRIGHT | Instagram

Research Director

Alex Wright currently works as the Director of Research at Instagram and as a doctoral student at Carnegie Mellon School of Design. He has previously held UX leadership roles at Etsy, The New York Times, and IBM, and has worked as a consultant for clients including frog design, Microsoft, Adobe, the Internet Archive and the Long Now Foundation. His work has won numerous industry awards, including a Webby, Cool Site of the Year, and an American Graphic Design Award.



THE RISE OF UBIQUITOUS UI

Digitalisation is limitless

KEY TOPICS

- ◇ Ubiquitous UI - everywhere you look
- ◇ Durability and timelessness
- ◇ The unstoppable growth of digitalisation
- ◇ AR and VR technology in professional environments

Interview with REINOUD BOSMAN from Philips Experience Design Conducted at the World Usability Congress , Oct 16th 2019

What do you think about the future of UX?

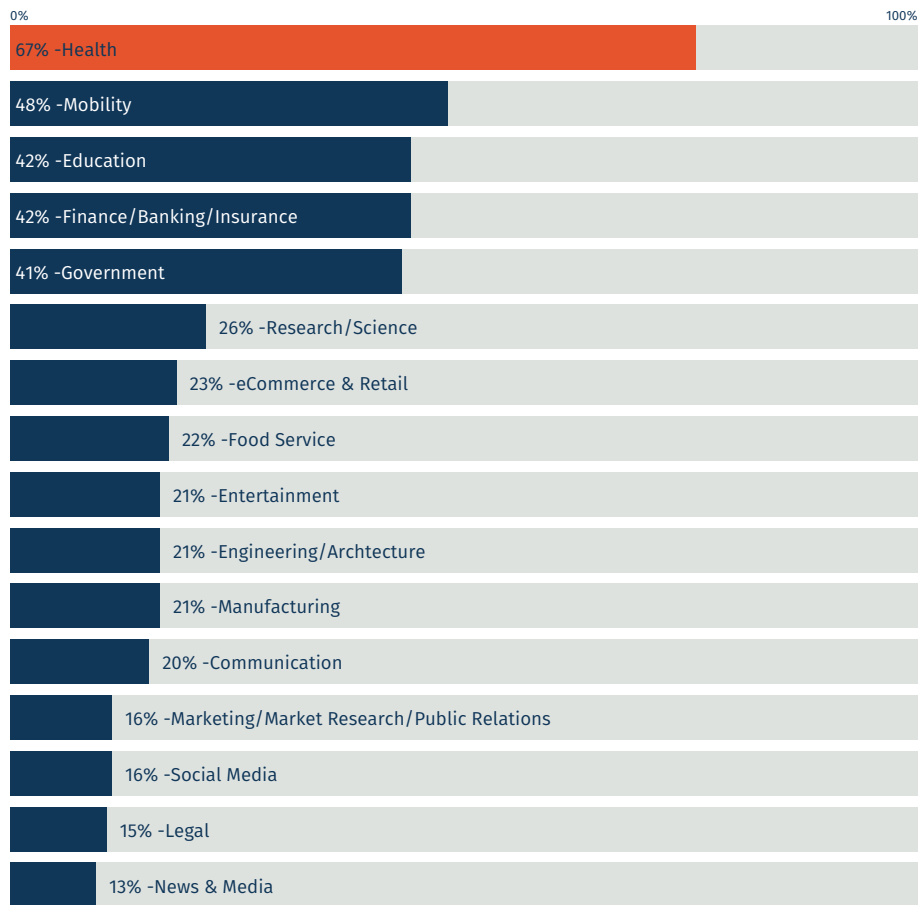
» Firstly, you can't ignore AI and machine learning, systems will become more intelligent and responsive. If you extrapolate that, those systems might become intelligent enough to predict user behaviours. Nowadays, interfaces are by definition reactive, you have to intervene and take action if you want to change something or make something happen. With the rise of predictive algorithms, that process may turn around in the future.

Secondly, another progress I can see is ubiquitous UI. It is already happening on some levels, with the Internet of Things, or smart homes, for example. UI will be literally everywhere, everything from your chair to your bedside table will be connected. And lastly, in professional environments, AR and VR are definitely on the rise. Partly it's already here, in healthcare, where surgeons are equipped with technology like AR glasses to help them perform. This development will soon be seen in other areas as well, areas where people need their hands free, like car mechanics or hazardous environments. In consumer environments, AR and VR are mostly limited to the entertainment sector. «

"I can't think of any area that wouldn't be digitalised in the future. Whether you really want to digitalise everything, is a different question, of course."

Which markets do you see opening up for UX implementation in the next years?

» Any area that is susceptible to digitalisation has the potential to implement more UX. Imagine any field that will be digitalised and UX will follow, and I can't think of any area that wouldn't be digitalised in the future. The only premise for this to happen is an access to electricity. Whether you really want to digitalise everything, is a different question, of course. « →

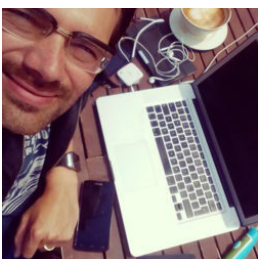


Other frequent mentions: All Markets

In which areas do you think new markets for UX designers will emerge in 2020? (Multiple Choice)

How can you ensure that a product is durable and timeless?

» Above all, you have to ask yourself if you really want your product to be durable. Durable is not equal to sustainable. I can create the most amazing plastic straw, which will be used for less than two minutes and then thrown away, but it will last for 1000 years. So the question is if durability even makes sense for your product. With interfaces, durability is less of a thing. At least it depends on the industry you work for. If you design a UX for an ad-campaign, the life span of your work might not exceed 6 months. If you design for healthcare, your work can still be around after 10 years. Timelessness is a goal of every design, but it cannot be decided by the designers themselves. It's really people like users who make the judgment call. You can strive and aim for it, it can be an ambition but it's never really up to the designer. «



REINOUDE BOSMAN | Philips Experience Design

Creative Lead Digital Innovation

Reinoud Bosman is an experienced designer who has worked across many industries and platforms. He feels comfortable both leading large design projects, or to work as an integrated team member of innovative teams. His current interests particularly lie in healthcare solutions, artificial intelligence and bio-tech. Reinoud is well versed in design methodologies such as co-creation, user-research, analytics-based testing and of course sketching and prototyping. "At the heart of design lies deep understanding of the people you design for."



LIMITATIONS IN AI AND VOICE TECHNOLOGY

Why AI cannot emulate human way of thinking

KEY TOPICS

- ◇ Why communication in design matters
- ◇ The limitations of voice assistant technology
- ◇ Why voice assistant technology is like the Chinese room thought experiment
- ◇ Why AI will not simulate human way of thinking

Interview with TRIP O'DELL from Dark Matter Conducted at the World Usability Congress , Oct 17th 2019

What do designers today need to understand the most about being a designer in the business world?

» You need to communicate your thinking using tools, words and concepts your audience understands. You need to have a point of view or a hypothesis, but you can't be attached to it. You need to be willing to be wrong. That's why it's important to capture your thoughts in a form, such as storyboards or prototypes, that other people can understand, and gather insights. Where do they challenge your assumptions? Where do they disagree because the idea isn't clear? What missing perspective or information can they provide? Listening and asking good questions are skills many designers never master. Communicating why you think your ideas work and how that connects to the metrics business leaders care about is crucial. Shaping business impact with the tools of design is what elevates design to a crucial business function, not aesthetics. «

You have experience of working on voice assistant technology. What is your verdict of its state?

» I think voice technology has a long way to go. We are not very good at designing it to feel natural yet, and part of that is the limitation of the technology. As powerful as we believe cloud services like Alexa to be, what they are capable of doing is pretty mediocre compared to what we expect them to be able to do. Voice AI is good for a very narrow set of things. For example, what we call "multi-turn" interactions, where the system asks a follow-up question on command, are very tricky to do well. The system fails to anticipate likely actions where a human could. →

"As powerful as we believe cloud services like Alexa to be, what they are capable of doing is pretty mediocre compared to what we expect them to be able to do."

For instance, if you were to order a pizza from a person, that person would be able to remember your order for the next time you come in to repeat the order. With voice, however, you would have to use specific phrases for it to respond successfully. It also would not remember your previous order. Our expectations are also among the problems with voice. Just because a voice agent sounds human and responds like one, doesn't make it so. Humans are writing those responses, not a computer. "Alexa" or other software is simply deciding, statistically, which response is more likely to be accurate. It is determining a search query or directing a command to the right domain. The system is good at matching facts, but it can't put the facts together into context. A human baby or a dog can do that, but not Alexa. Computers do not connect dots like humans, but we expect them to because they sound and behave as if they were human. «

"Humans intuitively connect things in a way that I don't think computers will be able to do."

As we gather more data and AI improves, would these limitations not be overcome?

» The way most systems are built makes it very difficult to change for many reasons. For example, most of Alexa's skills and integrations are built on the assumption of the system working a certain way, and those changes have many dependencies on many different teams. You're locked into some of those assumptions. Making foundational changes of that nature is like changing the width on a train track. «

In the future, would it be possible for technology to be able to imitate human-like thoughts?

» I don't think so. Humans intuitively connect things in a way that I don't think computers will be able to do. According to psychologist Daniel Kahneman, we mostly use schemas and heuristics to map our experience and reaction. We tend to create a story to validate our physiological reaction. For instance, if somebody has a strong racist bias or homophobic bias, what they are experiencing is disgust. They will come up with a "rational" reason for that feeling after the fact. The fear/disgust reaction is rapid - milliseconds. The rest is based on stories that the bigot believes about themselves or the intentions of others. Computers, on the other hand, do not think this way. Their strength lies in their ability to recall and process information rapidly, but they don't form conclusions or learn like humans at all. «



TRIP O'DELL | Dark Matter

Managing Partner

Trip O'Dell's work is experienced by billions of people around the world with products that shape the ways we learn, shop, communicate with loved ones, experience literature, get our packages and even turn on the lights. His experience includes building the service design team responsible for multiple Alexa service horizontals and scaling Amazon's 'last mile' delivery experience from a 2-city pilot to an \$11.5 billion global logistics system delivering over 1.5 billion packages globally, in just 18 months.



MAKE IT AND BREAK IT

Collaborating with technology

KEY TOPICS

- ◇ Design automation is the future
- ◇ High-velocity iteration: build quickly, iterate quicker
- ◇ Intuitive products to eliminate user manuals
- ◇ The importance of First Experience Design

Interview with TIM SCANLON from ABB

Conducted at the World Usability Congress , Oct 17th 2019

What do you think about the future of UX?

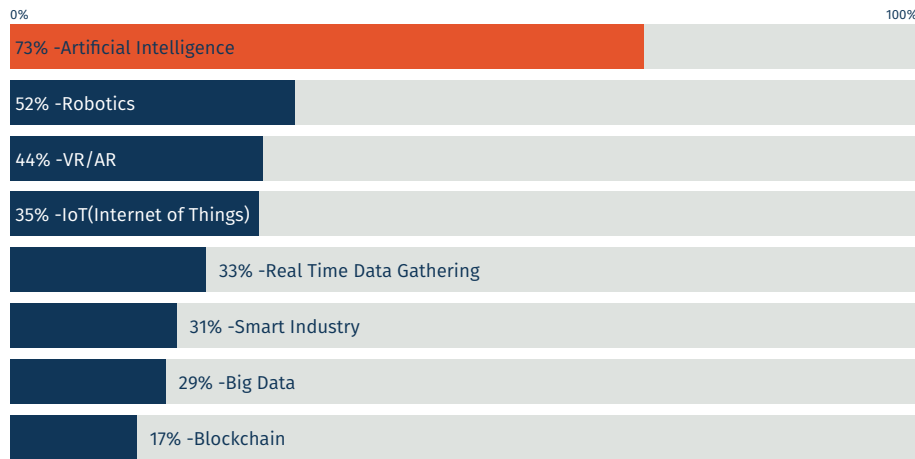
» AI will play a big role in the future, more and more areas of our work will be automated. We already see this happening with testing, and I believe we will see more automation tools to design interfaces in the future. UX designers will be collaborating a lot more with algorithms, AI and design bots. There will be more generative tool kits, where as designers, we will only need to dial in our preferences or main norms we want the end product to follow and the system will provide us with a thousand different options. As a UX designer, you'll have to be excellent at

"UX designers will be collaborating a lot more with algorithms, AI and design bots."

choosing concepts and deciding upon the end version. Because the upside of generative design bots is that they can help you create numerous outputs very quickly, but the downside is that you can get lost in the vast amount of options to choose from. However, if we succeed in working successfully with those bots, their support will hopefully give us more space to focus more on ideation and concept generation. «

How can you close the gap between user expectation and user satisfaction?

» The traditional heavy-duty research driven approach can be very effective. Any product should be crucially tested before being released into the world, so lots of user research and user testing is vital. A method I have always enjoyed applying is high-velocity iteration: Make it and break it. Build something as quickly as you can and get it out there, then learn from it and iterate. Most will call this approach 'failing fast-forward' – I call it 'learning fast-forward'. It can be especially helpful in avoiding getting stuck in you own ideas. « →



Other frequent mentions: Voice Control

Which technologies will change UX the most in 2030? (Multiple Choice)

Should UX design strive to be as self-explanatory as possible?

» Absolutely. Digital products should be intuitive, there should be no need for user manuals. However, we do have to consider First Experience Design as well. We have to make sure that the first experience with our product is easy, obvious and joyful. To counteract a bad first experience, we have to design intentionally and thoughtfully, we have to create approachable experiences. One method to ensure that is building intrinsic motivation elements into the design, allowing the user to have quick wins right away to make them feel good. Include small rewards for accomplishments and you can quickly create a positive experience. This is done a lot in gaming and we see those approaches in other designs as well, think of learning apps for example. The danger is, that if you don't get that first experience right, the user may not continue using your product for much longer. «

"Most will call this approach 'failing fast-forward' – I call it 'learning fast-forward.'"



TIM SCANLON | ABB

Group Vice President Customer Experience & Innovation

Tim Scanlon is Group Vice President for Customer Experience & Innovation at ABB. He leads a new global CX & Innovation team launching design-led digital innovation capabilities to help customers unlock new business value through immersive exploration and co-creation. Tim's passion is design-driven Experience Innovation, and Transformation. He helps businesses create digital solutions at the confluence of design, business, emerging tech and agile. He collaborates across diverse functions and cultures worldwide.



DESIGN AND DEVELOPMENT RELATIONSHIP

The role of designers is ever-changing

KEY TOPICS

- ◇ Close cooperation between engineers, designers & strategists is necessary
- ◇ Synthesis of design and development is happening
- ◇ Specialist designers are on the rise
- ◇ Data-driven UX is essential

Interview with CLEMENS POSCH from Parkside Conducted at the World Usability Congress , Oct 17th 2019

The transition from design to development may not always be smooth. How do you handle the potential conflict that might arise from these differences?

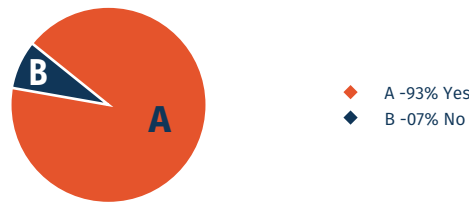
» To avoid this conflict, we have engineers, designers, and strategists meet the client from the beginning. This helps us to communicate our vision and gives us a strong base for the workshops. In each stage of our design process, we try to include our developers in the decision-making process to avoid any potential issues when we transition from the designing stage to the engineering stage. «

How do you see the future relationship between design and development?

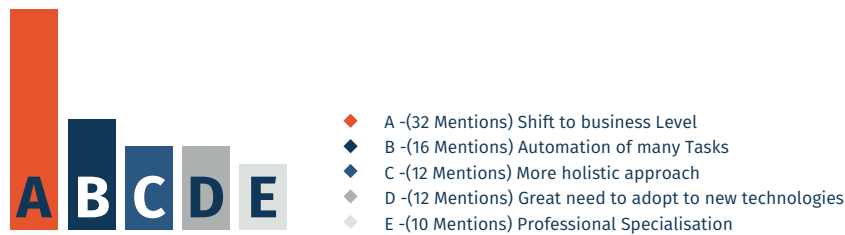
» In my experience, design and development are getting closer each year. In the past, our workflows did not match quite well with each other, and there are still gaps to fill. But for example, if you look at the design tools we are already using, some of them have built-in GIT based version control functions, which derive from the software development workflow. The gap between the two disciplines is closing. Tools that make the transition easier are on the rise. Code-based design outputs will get better and designers and developers will start to speak the same language. Things will be more convenient. We will see a lot of that in the future. «

What makes a good UX designer today?

» It might be harsh to say this, but many young designers need to learn that it is not about pleasing their ego anymore. It is not about their personal portfolio. It's about the user and the work we create. If you move past your personal biases and focus on the creative brief, you can be proud of the outcome. I think that is one of the critical ingredients to become a great UX designer. « →



Will the work of UX Designers change over the course of the next 10 years?



How will the work of UX Designers change in the next 10 years?

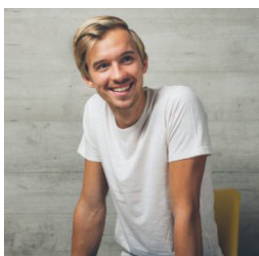
How will the required skill set of younger designers differ from their predecessors?

» As the industry grows bigger, the skill set required will grow more specific and diverse. In the past, there were mostly hybrid designers working from initial brief to handoff, but in the future, there will be more specialist design roles as part of a bigger cross-functional team. Projects are getting larger and one person cannot handle them alone anymore. Designer can choose what they want to specialize in and enjoy being part of that process. I think this is how it will progress for the more specific roles. However, for smaller projects and clients, we will see hybrid designers who will do everything. «

"In the past, there were mostly hybrid designers working from initial brief to handoff, but in the future, there will be more specialist design roles as part of a bigger cross-functional team. Projects are getting larger and one person cannot handle them alone anymore."

Will data-driven UX research add to the design evolution in the future?

» I hope so. User research needs to be based on evidence and not just on the gut feeling of a client or yourself. So, doing user research as an integral and crucial part of the design process has to be the future. Not many companies are aware of its relevance, but those who do, have a tremendous advantage. «



CLEMENS POSCH | Parkside
Design Director

Clemens Posch is a Designer & Art Director from Austria. Specializing in the fields of Product Design, he transforms complex ideas into simple solutions. Currently, Clemens is working at Parkside as a Design Director on the next iteration of interactive products with international clients such as LinkedIn, PicMonkey and RideAmigos.

SOFTWARE DEVELOPMENT

Understanding AI And Facial Recognition

CLEMENS LUTSCH | Centigrade GmbH

29

A Coalition Of Data And UX

JARED HUKE | Daito Design

31





UNDERSTANDING AI AND FACIAL RECOGNITION

Why AI and facial recognition are not pivotal yet

KEY TOPICS

- ◇ Increasing awareness about the role UX plays in business
- ◇ Humans will dictate the role of Artificial Intelligence
- ◇ Voice recognition is widely implemented
- ◇ Facial recognition is appealing for its novelty, not function

Interview with CLEMENS LUTSCH from Centigrade GmbH Conducted at the World Usability Congress , Oct 17th 2019

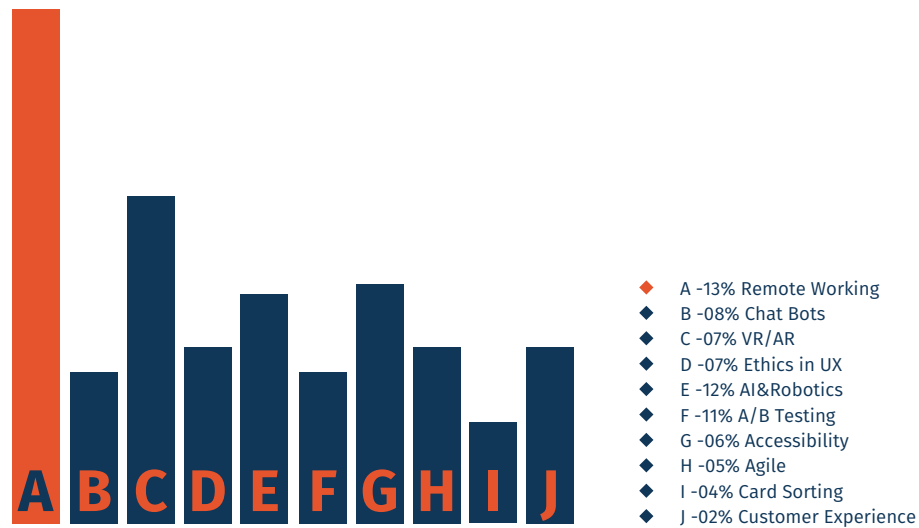
What do you think about the current trends in UX and UI?

» People now understand it is not only about aesthetics but also about attaching UX as a core activity in other areas of the organisation such as people development skills, capabilities process, adopting process and strategies. This recognition and acknowledgement of UX's role also bring in new challenges in terms of how we deal with issues like AI (for example) from human-centric design perspectives. We do not yet know how AI will work. If its intelligence is similar to what we know, then we can easily adopt it. However, that might not be the case. So far, we know that it is artificial, logical and maybe even informative, but it is not intelligence as we understand it. It might even be inoperable without humans acting as the moderating agent. So I guess, in terms of trends, we now talk more about different ways to deal with technologies and different ways to work with interactive systems than we did before. «

Do you think AI will replace the jobs of UX designers?

» Not at all. If AI is about an intelligent agent dealing with data and maybe even processing it, then we do all that right now with experts in their fields. AI is a smart way to deal with data, open up facilities in the best ways, and even increase ease of use on certain products. However, it still has to be planned and implemented carefully to help people achieve their goals. It will not replace people because that is not how it will work nor be implemented, because that would be far too inefficient. It is another system that we have to work with and apply the stuff we know that works to them. →

"AI is a smart way to deal with data, open up facilities in the best ways, and even increase ease of use on certain products. However, it still has to be planned and implemented carefully to help people achieve their goals."



Rate the following topics and their importance in the near future compared to today (1/3):

Maybe adopting such technology will not ease our lives, and we will stop using that kind of system. We have to make sure that we do not use technology because we can, but we use it to help us achieve our goals. «

"We have to make sure that we do not do technology because we can, but we do it to help us achieve our goals."

Many companies are looking into voice recognition and facial recognition. What impact has that had on designers?

» We know voice recognition from our experiences with speech-to-text and text-to-speech features. US law also recommends such capability and accessibility on certain products before they can go on sale. Therefore, we now also have a legal obligation to work in this area. Likewise, facial recognition is also a technical feature. However, it is not a necessity. Its appeal lies in its novelty. So, people focus on facial recognition features when it is not necessary at all. I have had discussions on emotional tracking, where they wanted to pose a question and get an answer to it. However, they did not need that answer, and even if they did, there were other ways to get that answer. So this whole thing becomes similar to gadgets, where it is cool to implement it, but you do not need it. «



CLEMENS LUTSCH | Centigrade GmbH

Head of UX Strategy

Clemens Lutsch is the Head of UX Strategy and the Branch Manager of the Munich Office at Centigrade GmbH. He began his UX career working on projects in the construction software, finance, insurance, and healthcare areas. After working at Digital Agencies, Siemens and Microsoft, he joined Centigrade in 2016. Clemens manages and develops an area of strategic User Experience that embraces new approaches in innovation management, organization development and the integration of human-centred design in corporate culture.



A COALITION OF DATA AND UX

About new technologies and new opportunities

KEY TOPICS

- ◇ Building a good team will depend on uniquely talented people
- ◇ Data science related UX work will be the future
- ◇ Conversational and natural UIs are becoming increasingly important
- ◇ IoT allows users to do more with less

Interview with JARED HUKE from Daito Design Conducted at the World Usability Congress , Oct 16th 2019

What's the most important dominant when building a good team?

» People! A lot of large companies go wrong because they hire a specific profile at the expense of hiring uniquely talented people. Some of the best designers I've worked with have an atypical profile. Most companies seem to have a homogenous culture regarding their hiring process, but at the end of the day, you have to find people who help you achieve your business goals and match them with team members who will compliment each other. You will have to balance and adjust your team anytime. «

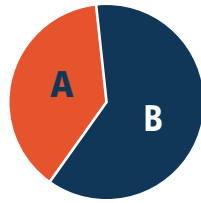
Which markets do you see opening up for UX involvement in the future?

» AR and VR are still the beasts to conquer, but any data science related UX work is probably the future. Data is getting bigger, which makes all the UI's more complex. Data science could solve a majority of problems, but people will be needed to communicate the solution, to interpret AI insights. Generally, there's an immense amount of new technology out there, and new technology brings new opportunities and challenges to tackle. We hear a lot more about drones and remote surveillance these days, not just flying drones but servicing drones underground, like crawling drones. Automation of these new forms of mobility, be it drones, retail or self-driving cars, are ripe with opportunities. «

"People will be needed to communicate the solution, to interpret AI insights."

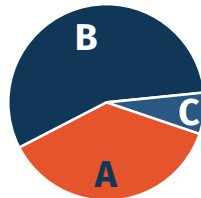
What role will UX Design play, when it comes to transforming the energy industry?

» We are very active in strategy, product formation and product execution. One of the increasing needs is a mature change management plan to accommodate these new technology and organization shifts. « →



- ◆ A -36% Yes
- ◆ B -64% No

Do you measure the impact of UX in your company?



- ◆ A -32% Link KPI's
- ◆ B -59% User/Client Involvement
- ◆ C -09% Business Growth

How do you measure the impact of UX in your company?

What do you think about the future of UX?

» We're seeing more and more incorporation of AI and machine learning, big data sources into the product formulation process, so creating conversational and natural UIs will be of increasing importance. With 5G coming in 2020, we will see a rise of interpretation of sensor data and all of the issues that come with it: Sensors are uncertain. IoT devices in general are problematic, they have connectivity and performance and calibration issues.

However, IoT allows users to do more with less, create trends and insights where they never existed and allow for modern control. Automation will not replace humans entirely, there will always be a need for human back-up. The UX and the ability to navigate complex dashboards and data sets will be a bigger challenge. «

"There's an immense amount of new technology out there, and new technology brings new opportunities and challenges to tackle."

How do you evaluate if UX creates a benefit? Do you? Is it necessary?

» We always focus on measuring the before state and the delta we create. This is fundamental to being able to quantify our business outcomes. «



JARED HUKES | Daito Design
 Chief Executive Officer

Jared Huke helps the enterprise mobilise their workforce with a blend of contextual mobility and predictive User Centered Design. Jared Huke has a high level of skills ranging from 200+ page magazine layout and output to 500+ page websites integrating a large number legacy databases across multiple platforms, mobile application development, and responsive design. Managing teams as well as companies, has played a key role in the turn around of five companies through design, team building, process and operational innovation.

AUTONOMOUS DRIVING

Trust In Autonomous Vehicles

CAROL SMITH | Carneige Mellon University

35

Future With Self Driving Cars

CHRISTOPHER GRABMAIER | Bertrandt/BMW

37

The Future Of Mobility

DANIEL KELLER | Luxoft

39





TRUST IN AUTONOMOUS VEHICLES

Trends, problems and solutions in autonomous driving

KEY TOPICS

- ◇ Self-driving cars are facing several human-machine interaction challenges
- ◇ Issues with face-to-face seating plans
- ◇ How autonomous vehicles can replace jobs with jobs
- ◇ What to expect from autonomous driving industry in 2020

Interview with CAROL SMITH from Carnegie Mellon University Conducted at the World Usability Congress , Oct 16th 2019

How can developers build trust with humans?

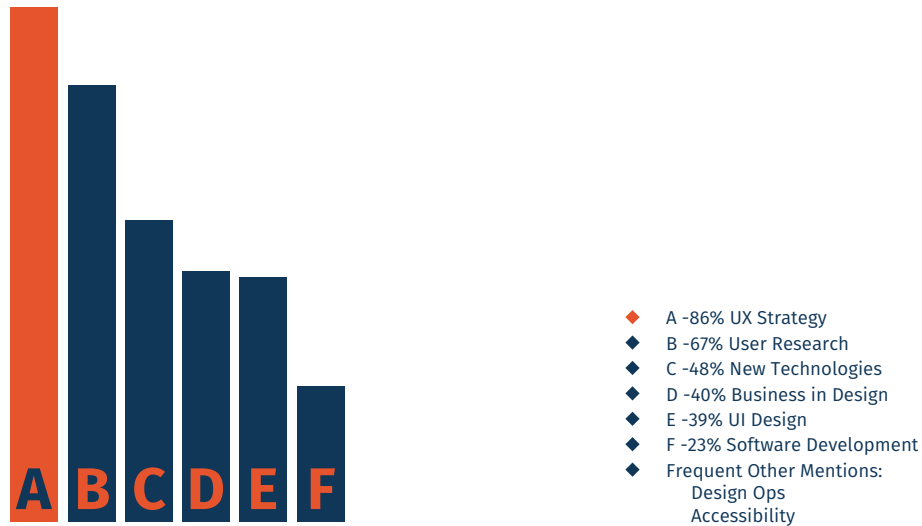
» Most humans have not seen self-driving cars, nor have they been in one. The fewer accidents driverless cars have and the more positive interaction people have with them, the more trust driverless cars can build. People should be made aware, and companies need to do a lot of PR works to make that happen. «

What immediate challenges are there when it comes to human interaction with the machine?

» Currently, there are challenges around how much information we should provide to the vehicle. Vigilance, requiring people to act, is still a challenge. We are still struggling to get to a point where people do not need to be vigilant while in a self-driving car. Motion sickness is a big issue and will continue to be as long as we are moving people around. Generally, there is a challenge in keeping track of people's belongings, making sure they have all of their bags from the trunk and ensuring that we are dropping off people at the right place. «

The most common seating plan for autonomous vehicles is the face-to-face seating arrangement. Would that not limit the appeal of an autonomous vehicle to reserved individuals who might feel pressured to interact with other users?

» Face-to-face seating will create social pressure that is not desirable by a lot of people for a variety of reasons. They may simply not feel like being social, they may not want to interact with "that" person, they may need to have a quiet private call, there are religious reasons to be considered as well as many other situations. Additionally, other passengers may not want to interact with children and face-to-face seating makes that difficult. It is also potentially uncomfortable for people wearing (what is perceived to be) more revealing clothing. They may receive unwelcomed gazes and potentially more overt sexual harassment than in the front-facing seating which conveys more safety and anonymity. →



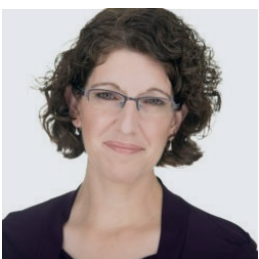
What fields and areas of UX are you currently most interested in? (Multiple Choice)

It is my concern that by choosing the face-to-face configuration of seating, people will be less excited to get into the vehicle, especially if they are seated on the backwards-facing seat. So if we design a forward-facing seating system, similar to a bus, or maybe even have the option for the seat to swivel, we could address that issue. Designers are looking at forwards and backwards-facing seating arrangements because it creates space. However, that is not the most important feature for people. We should focus on making the user feel safe and protected. «

» **"We must make sure that we preserve their ability to work. It is our responsibility to not leave anyone behind."**

» We must make sure that we preserve their ability to work. It is our responsibility to not leave anybody behind. We have to help everyone move forward and help those that are interested in acquiring a new role. And there is a lot of work with autonomy. AI and autonomy are not going to reduce the workforce because there are a lot more jobs, just not the same jobs. Those jobs are complex, but they are also lucrative. Hopefully, we can integrate people into it. «

How do you respond to concerns people might have about their jobs because of autonomous vehicles?



CAROL SMITH | Carnegie Mellon University
Senior Research Scientist

Carol Smith is a Senior Research Scientist in Human-Machine Interaction at Carnegie Mellon University's Software Engineering Institute and an adjunct instructor for CMU's HCII program. She has been conducting UX research to improve the human experience across industries for 18 years and working to improve AI systems since 2015. Carol has served two terms on the UXPA international board, and has presented over 130 talks and workshops around the world. She holds an M.S. in Human-Computer Interaction from DePaul University



FUTURE WITH SELF DRIVING CARS

Predicting the future in the context of autonomous driving

KEY TOPICS

- ◇ We are just at the beginning
- ◇ HMI's are increasing human awareness
- ◇ Autonomous vehicles could change the layout of cities
- ◇ We are still far from having driverless cars

Interview with CHRISTOPH GRABMAIER from Bertrandt/BMW Conducted at the World Usability Congress , Oct 16th 2019

What is the current state of autonomous driving?

» In order to bring autonomous vehicles onto the road on a large scale, a whole conglomerate of challenges must first be solved: The technical implementation, legal requirements, ethical considerations and of course the completely new role of the former drivers. At the moment, we are just at the very beginning of addressing those challenges. «

What challenges are there from psychological perspectives?

» This strongly depends on the concrete level of automation. With SAE Level 2, for example, the foundation of proper trust as well as handling vigilance are prominent challenges. The more different levels of automation are available in a vehicle, the more important is the indication of the actual driving mode, which is referred to as mode awareness. This goes hand in hand with the driver's knowledge of their own responsibility and tasks at a given mode. This goes hand in hand with the driver's knowledge of his own responsibility and tasks at a given mode. «

What developments are we seeing in finding a solution to these challenges?

» Unfortunately, there is no overarching solution - rather we have to try to address these aspects through many different elements. A Human-Machine Interface displaying the detected surroundings, for example other road users, has the potential to build up proper trust and could enhance the transition back to manual driving. Other simple tricks like colour coding of different driving modes facilitate the detection of the actual mode, and thus promote the mode awareness. The implementation of such elements is a long iterative process and within the next few years we will surely see much more different attempts in order to address the psychological challenges. « →



Rate the importance of IoT in the near future compared to today.

What do you find people get wrong when talking about autonomous driving?

» Most people are not aware of the different stages of autonomous driving. Autonomous driving is usually understood only as binary, either you have it or not. This can lead to devastating mistakes, e.g. if you sleep in the driving vehicle, although you should monitor it permanently. «

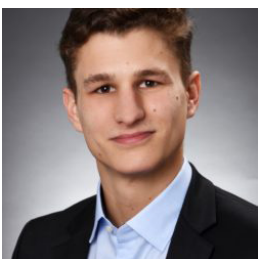
"Most people are not aware of different stages of autonomous driving."

How will cities accommodate the autonomous vehicle?

» At present it is often imagined that the cities will remain unchanged, but will be enlivened by autonomous vehicles instead of manually controlled ones. However, we will see in the future whether this is feasible or not. In general, the change will take place over a slow, reciprocal process and is also closely linked to the technical possibilities of automation. «

In the US, they are bringing out fully automated buses in a controlled area and a controlled route. How close are we to have that on a wider scale?

» We are still a few years away. Maybe in five years, we will have it on a broader scale. The epicentre of testing are, of course, the US. I imagine that EU countries like Germany will take a close look at the development in the US and their legal requirements, then we will adapt to those and analyse how it is going when they have the autonomous vehicle on the road, then we will implement it. «



CHRISTOPH GRABMAIER | Bertrandt/BMW

Human Machine Interaction Specialist

Christoph studied psychology at Ulm University with a strong focus on human-machine interaction. In particular, he specialized in trust in autonomous driving – and the measurement of trust on a physiological basis. Since 2019, on behalf of BMW AG, he has been in charge of usability studies for the evaluation of upcoming display and operating systems.



THE FUTURE OF MOBILITY

How far away are autonomous cars?

KEY TOPICS

- ◇ UX design in the automotive industry
- ◇ The importance of efficient interfaces in cars
- ◇ Introducing autonomous vehicles into the traffic
- ◇ The future of UX: brain-operated interfaces

Interview with DANIEL KELLER from Luxoft

Conducted at the World Usability Congress , Oct 17th 2019

What role does UX play in the automotive industry?

» Our lifestyle progresses to be more and more digital, even when driving, and UX plays a huge role in adapting to that digital lifestyle. Everything becomes more connected, so ultimately, we want to connect with our cars and connect the cars to the outside world as well. We need efficient interfaces for this connectivity to happen, interfaces in cars should work as intuitively as on our phones. The software that is put into vehicles is in such a good state by now that cars are becoming smartphones on wheels. UX in and with your car improves due to technology like digital assistance and even voice control. It makes life while driving a lot more convenient. «

"Interfaces in cars should work as intuitively as on our phones."

How close are we to implementing autonomous driving into our everyday lives?

» The range of opinions on this question is immense. Some will say that we will have full autonomy within the next two years, some believe it won't be happening for the next forty years. No one can promise anything at this point. Apart from a technical stance, there are ethical questions we have to concern ourselves with as well. Should we introduce autonomous cars to the traffic if they are as reliable as human drivers? Should they be better than human drivers? Or can we only introduce them once they are 100% safe? If we wait for that, we will probably never see autonomous cars because accidents are bound to happen, you can never guarantee an absolutely flawless outcome. My personal opinion is that we should put them on the street as soon as possible, even if they're just 1% better than humans, because then we are saving lives already. →



Rate the importance of autonomous driving in the near future compared to today.

Yes, there will still be accidents, inevitably, but a tremendous amount of benefits as well: An autonomous car doesn't get sleepy, it doesn't drink and drive, it's not emotional while driving, it follows the rules. The sooner we put autonomous cars out there, the more data they collect, which can be used to further optimise the software. So I would love to see them on the road as soon as possible. «

"I believe in the possibility of interfaces and machines that can be operated via brain waves."

What do you think about the future of UX?

» I believe in the possibility of interfaces and machines that can be operated via brain waves. In the very far future, brain-activated interfaces will be developed and they will completely change how we design interfaces, how we communicate, how we entertain ourselves and how we work. In a more tangible future, I believe that AR will be the most influential technology of the century. If we can solve the hardware problem around smart wearables, like AR glasses that are small and comfortable enough such as normal glasses, the market for AR products will explode. The software for it already exists. «



DANIEL KELLER | Luxoft
Interaction Designer - AR/VR Expert

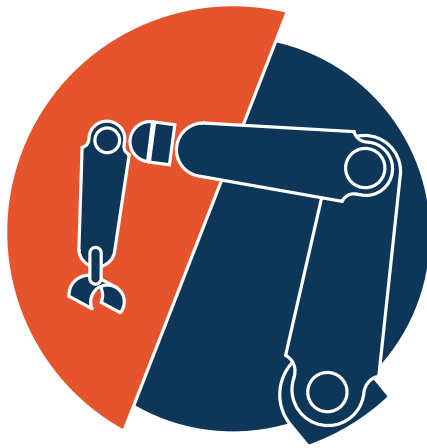
Daniel Keller works as a part of the Creative Lab of Luxoft/DXC, where he is responsible for Automotive Innovation projects. The focus is to develop state-of-the-art and process-optimised solutions for future In-Car Infotainment. Currently, Daniel is working with Virtual and Augmented Reality for Autonomous Car HMIs.

UX ROBOTICS



Robotic Helping Hands

VIMAL GOVIND | Genrobotic Innovations Pvt. Ltd.





ROBOTIC HELPING HANDS

Understanding robotics as an extension of a human body

KEY TOPICS

- ◇ Exoskeleton is the answer to physical limitations
- ◇ Medical industry benefits from exoskeleton
- ◇ Adoption of the exoskeleton is still behind
- ◇ Usability is a good UX strategy

Interview with VIMAL GOVIND from Genrobotic Innovations Pvt. Ltd. Conducted at the World Usability Congress , Oct 17th 2019

You've worked with exoskeletons. Tell us about how they work and their advantages.

» The exoskeleton, once attached to a person's body, is connected with the user through different sensors. The sensors detect the body's attempt to move, and it will send that command to the control processor of the exoskeleton. It then synchronises its movement with the user. There is no resistance as it is a smooth synchronisation. The application of the suit is varied. It can tackle fatigue and even increase the weight a person can lift. Even in the military field, when using guns, the recoil force will be minimised, allowing the user to handle guns longer. «

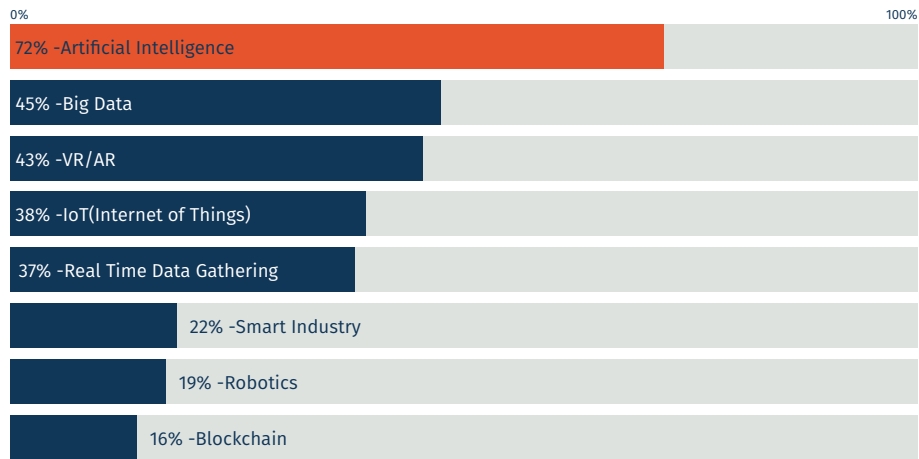
"Exoskeletons are expensive, so when the manufacturing industry wants to boost productivity, they rely on automation using robotics."

How integrated is the exoskeleton in the industry?

» Currently, many trials are happening, but there is no activity on a major scale because the technology is not yet evolved to be safe and accurate. However, it is in progress. Exoskeletons are expensive, so when the manufacturing industry wants to boost productivity, they rely on automation using robotics. Trials are also happening in the defence industry, but the medical industry is where it is most accepted. «

How is it used in the medical industry?

» People use it to provide daily rehabilitation to stroke patients or disabled and injured individuals. In many places, the arms and legs are rehabilitated by putting them in a knot and moving them manually. However, with the exoskeleton, the patient gets better rehabilitation, increasing their chances of recovery. People with permanent disability and elderly can also use the exoskeleton to stand up or walk and live almost independently. I am also seeing an increasing trend of using exoskeletons to assist the elderly. →



Other frequent mentions: Voice Control

Which technologies will change UX the most in 2020? (Multiple Choice)

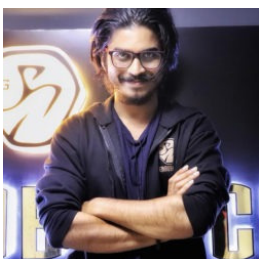
It is not easy to lift a person who is in bed and assist in their daily tasks. The exoskeleton makes it less demanding. Many people are talking about it, and things are happening, but the technology is very costly, and people cannot always afford it. «

What makes a good UX strategy, and where do you see its future in robotics?

» In my opinion, the best UX is when you design something in a way that someone else can use without training. As for its future, I believe the focus will be on augmented reality and virtual reality or something similar along those lines. Ease of use has become such a trend that even when using phones, people switch to voice modes and give commands instead of typing. We will see a similar pattern in our personal space. Virtual reality and voice assistant will be integrated into our homes and spaces. We will simply talk to robots, and they will understand and react to our voice commands just like a human would. I think this is the future of robotics. «

What is the greatest opportunity that robotics provide?

» Robotics can make life easy. It will increase automation and productivity, thus making items cheaper. At the moment, companies cannot cut down prices because the level of automation and productivity is not there. With robotics, that will change. «



VIMAL GOVIND | Genrobotic Innovations Pvt. Ltd. Chief Executive Officer

Vimal Govind is one of the Directors and Chief Executive Officers of Genrobotic Innovations Pvt Ltd. He is the brain behind the first Robotic Scavenger in the world named Bandicoot Robot. With excellent UX Strategy and superb UI, he successfully helped hundreds of illiterate sewer workers to operate Bandicoot Robot in record time. He is also the brain behind Generation 1 and 2 Robotic Exoskeletons and the manoeuvring concept known as Pneumatic and Mechanical feedback method.

eCOMMERCE

Next Stage In eCommerce

STEVE 'BUZZ' PEARCE | Skyscanner

47

The Future Of UX In eCommerce

JÜRGEN BLEMATL | aarena.at

49





NEXT STAGE IN ECOMMERCE

The transformations that are happening in the eCommerce

KEY TOPICS

- ◇ Designers should communicate in business-centric terms
- ◇ AI in eCommerce is still in its infancy
- ◇ Physical stores will adapt to the changing environment
- ◇ Digital world is catching up on rapid prototyping

Interview with STEVE 'BUZZ' PEARCE from Skyscanner Conducted at the World Usability Congress , Oct 16th 2019

Do you imagine the role of a designer changing rapidly?

» It is changing but not as rapidly as people would like to think. It is certainly maturing. You do not generally see designers at a leadership role at a business because they have to learn to communicate in business-centric terms. They are not taught this and have to learn it on the job. Engineers went through a similar process. They did not use to be at the top table of a business, but now they are. Therefore, it is only a matter of time before designers reach there too. «

"In the next couple of years, however, I see design tools, prototyping tools and engineering tools moving much closer together."

What technologies will affect designers the most?

» There is going to be a proliferation of machine learning and artificial intelligence. In the next couple of years, however, I see design tools, prototyping tools and engineering tools moving much closer together. Here, I would give an example of a company like Framer X, where you can have the engineers create components in React Native and live code, and designers can manipulate that and create. So it becomes a two-way street. That ultimately evolves into much more rapid prototyping. This has been the case in the physical world for a while, but now digital product design is catching up. «

What do you think is the future of eCommerce?

» The focus will be on removing as much friction in purchasing as possible. Then you're looking at the logistics, the back office part of eCommerce – how quickly you can fulfil that order and the customer service that orients that. I do think that when you are moving physical goods, you are going to have to tackle the environmental impact too. « →

Where do you see the big physical stores headed to in the future?

» I would suggest physical stores are going to be there, but they are going to be like showrooms like IKEA or Apple stores. You can walk into their store and test out the products, but you are not expected to buy them on the spot. People go in with their friends and try out the products. The need for physical stores will be there, but it will just be different. The human-to-human interaction is very important, and you see this as cities are turning into meeting places. It is almost like going back in time where it is not necessarily about buying and selling but about meeting people and exchanging ideas. What businesses can do differently is offer different options that will help accelerate it. We see this with the Apple store. They show you how their product works and how to use them, and this is hugely popular. People do not have to go to the store and pick up a product, but people will eventually want to speak to actual human beings. «

How integrated is AI in the eCommerce sector?

» You are starting to see a bit of it, but it is very much in its infancy. It lacks coherent and reliable data. Often, businesses do not take data

"The need for physical stores will be there, but it will just be different."

seriously when they begin to design their data system. Therefore, AI hardly becomes a plug-in and play system. You need a huge amount of data for AI to be effective. Only a few businesses like Alibaba, Tencent, Google, Apple, Amazon and Microsoft have such capabilities. Healthcare and travel industries do have a huge amount of data and a legacy system. However, this legacy system needs to be brought up to play. It will get there, but right now, AI is just a basic algorithm. It is not a self-learning neural system. «



STEVE 'BUZZ' PEARCE | Skyscanner

Executive Design Leader

Steve (or Buzz to many) has the mind of an engineer and the heart of an artist. He's worked with some of the best designers, engineers and marketers to build some of the most loved products and brands on the planet, including Skype, BBC, Lonely Planet, Lego, Alexander McQueen, and Jamie Oliver. He also serves on the board of the Design Council, working with government and policymakers on design's contribution to the national economy and around improvements to society.



THE FUTURE OF UX IN ECOMMERCE

Why research is a key success factor of UX

KEY TOPICS

- ◇ UX is a switch of mindset on how to lead a business
- ◇ UX done properly is the most scientific approach to product development
- ◇ Modelling workflows and transferring them to interfaces is a key challenge in UX
- ◇ We need to create a unique and tailored world of experience for our users

Interview with JÜRGEN BLEMATL from aarena.at

Conducted at the World Usability Congress , Oct 17th 2019

In your opinion, what will be the biggest changes in UX in the next decade?

» If you keep track of the changes in the fields of UX over the past ten years, especially in Europe, you will see that in most companies UX was started as a bottom-up process beginning with interface design. Still today, hardly any company sees UX as a management discipline. But that's exactly what it is and where the biggest impact can be achieved: UX as part of Customer Experience is a switch of mindset on how to lead a business and drive innovation in product development. Therefore, it should be a C-level responsibility that is modelled top-down with appropriate processes, objectives and dedicated UX resources. At the same time, we have to raise awareness that anybody in a company contributes to a certain CX, regardless if it's by designing, building or executing the experience. «

"UX as part of Customer Experience is a switch of mindset on how to lead a business and drive innovation in product development."

What do you think is the most important skill set for an UX researcher now and in the future?

» In my opinion, UX research is the foundation for creating a tailored and unique experience for your user. If you do it wrong or skip it, it's like building a fancy house on sandy ground. The first and most important step in UX research is: Get to know your user! You have to study and understand your specific user group. Talk to them face to face, understand their pains and their needs, the way they think, the language they use etc. Consequently, as a user researcher, you need to be a very attentive person with a high ability to empathise and a comprehension for human behavior. A background in psychology can be a good starting point, but it's definitely not a must. →

The second part of UX research is all about testing assumptions. From my point of view, properly done UX is the most scientific approach to product development. A fast pace, hypothesis driven work with a “fail often, fail cheap” attitude. It’s all about building prototypes, setting up appropriate test environments, executing those tests and interpreting the results. Depending on the industry you work in, that could require a different skillset. In my career, I’ve learned that transferring modelling processes and workflows into interfaces is a key challenge which requires a multidisciplinary background. «

From your point of view, what will be the biggest changes in eCommerce over the next years?

» Currently, eCommerce is characterised by standardisation, uniformity and convenience. The global players define how eCommerce has to be done, they set the standards for “one-click shopping” and

next day delivery. Boring, right? In contrast, there are huge shopping meccas all over the world focusing on thrilling their customers with immersive attractions. You can see that there is a gap that needs to be filled. This is where I see the biggest potential for eCommerce

in the future. We need to regard our eCommerce platform as a product that we sell, not just a platform to sell our products. It is important to create a unique and tailored world of experience for our specific user group. That’s what we did at aarena.at and that’s what helped us reinvent the online auction. «

"We need to regard our eCommerce platform as a product that we sell, not just a platform to sell our products. It is important to create a unique and tailored world of experience for our specific user group."



JÜRGEN BLEMATL | aarena.at

Head of Product Development and Innovation

Jürgen is the project leader for the development of an online auction platform aarena.at. There, he has been building an in-house start-up company from scratch and has successfully managed the implementation of a user-centered development process. Equipped with strong entrepreneurial skills, Jürgen founded his first company at the age of 18. He has been working as a business development consultant for numerous institutions and companies and gained international experience in Malaysia and Germany.

ARTIFICIAL INTELLIGENCE

Advantages And The Future Of Digital Twin

MIRJAM WOUTERS | Philips Research

53

The Importance Of AI Personality

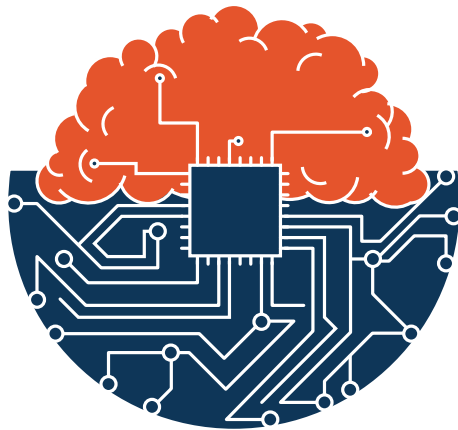
SIMON ROSENQVIST | Combine A/S

55

Ethics And AI

DAVE BOON | BAE Systems Applied Intelligence

57





ADVANTAGES AND THE FUTURE OF DIGITAL TWIN

Why digital twin in healthcare matters

KEY TOPICS

- ◇ Digital twin is a virtual model created from IoT and AI data
- ◇ Digital twin: predictive maintenance and predictive healthcare
- ◇ The healthcare sector uses the human organ data to pre-view surgery methods
- ◇ Data privacy and healthcare can go hand in hand

Interview with MIRJAM WOUTERS from Philips Research Conducted at the World Usability Congress , Oct 16th 2019

What is the most important skill that UX designers need in order to operate in the healthcare field?

» The UX designer needs to have knowledge of clinical needs of the surgeon, the medical staff, hospital management, the context of use and the emotional status of the patient. The UX designer needs to blend this people research with clinical data, workflow visualization and have a sound understanding of the user needs. Design thinking is key. «

The digital twin is one of your focuses in UX innovation for HC. Could you briefly summarise it for us?

» The concept of a virtual model, currently mostly used to enable predictive maintenance for hospital equipment, is at this moment extended to healthcare where medical imaging of your heart, for example, would give the cardiologist a virtual representation of the organ. Recreation of an organ is based on the data acquired during an MR/CT/US scan will enable the cardiologist to look at the different possible solutions. AI can apply tissue specific characteristics such as the elasticity of the heart valves, and IoT can apply dynamic data such as heart rate and blood pressure. Together this creates a virtual environment in which all types of procedures can be simulated prior to the actual surgery. «

What do you think about the digital twin in the future?

» Gartner (www.gartner.com) predicts that by 2022, over two-thirds of companies that have implemented IoT will have deployed at least one digital twin in production. This concerns mostly the machine modeling. For body modelling, at this moment we already see small manifestations for certain organs and certain procedures. In the far future, we will use the virtual body to predict neurological processes, ageing, and DNA related issues, so we can start predictive procedures. « →

What advantages can we expect to gain from digital twin?

» In health care, I can see it improving efficiency and accuracy. It is, first and foremost, for clinicians. In the short term, they will use it to prepare surgeries and utensils they need to use. For example, if they have to place a stent in a vein, they need to know how big the stent needs to be. Believe it or not, today they use trial and error to realise that. If you can prepare it, look at how to place it and do it beforehand, it can save hours of surgery time. This timesaving benefits the surgeons, the patients, the hospital, and provides cost efficiency. «

"Good UX design for Healthcare blends clinical knowledge, workflow analysis, people research and design thinking into the solution."

Will people be willing to allow companies to have access to their health data?

» By our standard, people will own their data, and we foresee this as the sustainable model for the future. In my experience, people are willing to share their data with a clinician if it improves their health and clinical outcomes. I think that is a logical and sustainable model of data privacy. On the other hand, if you want to look at a cohort of health and population management, then you need to anonymise the data, and if you have anonymised the data sufficiently, you can use it on a larger scale to do your research. «

What do you think the government or a company needs to do to convince people?

» Empowered patients are more satisfied patients. Future Health Index research indicates that empowering patients through technology – enabling them to better manage their own health – has the potential to improve the experience for both patients and healthcare professionals. Access to digital health records and clarity about how they can make health management easier can help drive use among individuals. «



MIRJAM WOUTERS | Philips Research

Manager InnovationLab

Mirjam Wouters juggles two roles at Philips Research. She utilises her innovative and creative thinking to manage the Philips Innovation Labs and facilitate the Hackathons that inspire designers to reach new heights in innovative thinking. Before Philips Research, she was adding value to Philips Design for 17 years, providing them with her excellent expertise on user experience and interactive design.



THE IMPORTANCE OF AI PERSONALITY

The future relationship of AI and UX

KEY TOPICS

- ◇ How and why AI personality design is important
- ◇ Relationship between AI and UX
- ◇ Benefits of implementing AI
- ◇ The B2P approach: Business to People

Interview with SIMON ROSENQVIST from Combine A/S Conducted at the World Usability Congress , Oct 17th 2019

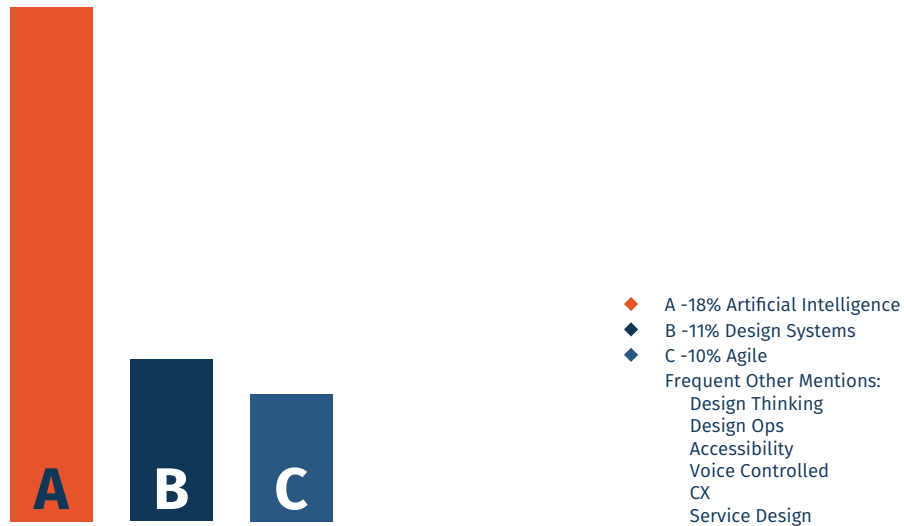
How and why is it important to provide an AI with a personality?

» Personality design for AI has to be done very carefully and intentionally because an AI's personality affects the way users interact with it. The goal is to design the right AI personality for the right usage, so it will always be dependent on the purpose and context of the AI as well as the end-users. In health care, for example, people are often nervous and stressed, it's a very demanding work environment. Which is why we focused on developing a welcoming and accommodating AI personality that can be a comforting support system for the users to reduce the stressful feeling. We really customise the personality design to fit the contexts, users and function of the robot or AI. This is where UX is a big asset because it helps making the end product useful and valuable. «

"An AI's personality affects the way users interact with it."

What do you think about the future of UX, AI and robotics?

» We will interact with more bots and AIs in the future and those will be implemented in numerous small and almost invisible ways. We will interact with those bots without being aware of it. The ethical question behind that is: Should we be made aware every time when interacting with or using bots? Does it even matter? Additionally, I can see AI and robots taking over more and more of the manual, rather mundane jobs and tasks. Right now I regard this as a positive development from which we will benefit: It will free up resources and provide us with the opportunity to focus on other, more meaningful tasks. That's the ultimate goal when implementing more AI: We create more time for ourselves. « →



What were the most important Buzz Words in UX Design this year? (Multiple Answers Possible)

Which markets do you see opening up for UX involvement in the next years?

» Older and more traditional markets will open up for more UX involvement in the future. Those are industries that really need to adapt to the new digital reality and UX will play a big role. You could call these B2B opportunities, but I

like to think of it as B2P: Business to People. Because in the end, we design for people anywhere, be it in

"B2P: Business to People. Because in the end, we design for people anywhere."

their spare time or in their working environment. We should be able to interact with the business technology in the same way that we interact with the consumer technology that we use privately and the other way around. «



SIMON ROSENQVIST | Combine A/S

UX Designer

Simon Rosenqvist is a Team Lead & Senior UX-designer at a Danish digital agency. He has worked for over five years as an UX-consultant in his own UX-agency as well as at his current workplace Combine – a digital agency focusing on the interplay between people and technology. Simon holds a Master's degree in Engineering Psychology from Aalborg University. Engineering Psychology is the discipline of applying the knowledge of psychology to the development of technology in order to improve usability and user experience.



ETHICS AND AI

A positive glance in the future

KEY TOPICS

- ◇ Embracing data collection and maximising benefit
- ◇ Collaborative interaction with AI
- ◇ Establishing human trust towards AI technology
- ◇ A focus on the human perspective

Interview with DAVE BOON from BAE Systems Applied Intelligence Conducted at the World Usability Congress , Oct 17th 2019

Which markets do you see opening up for UX involvement in the next years?

» Data is the new oil. People keep collecting it but they often don't know how to maximise the benefit of it. The insight data gives us can be used for numerous positive developments and it can help to solve problems such as reduction of CO2 emissions and greenhouse gases or optimising transport so that it has less impact on the planet. Embracing data as currency as well as embracing AI technology and design thinking can help to shape problems more clearly. From there, we can break them down and follow approaches that are more synonymous with our industry. «

How can you establish human trust with AI technology and eliminate skepticism?

» Everyone has unique internal trust mechanisms - finding a general rule to build trust is impossible. We will have to calibrate how trust is going to apply to individuals since we all come from different backgrounds. We humans are inquisitive souls, as we work together with AI technology, we will need to make AI outputs as transparent as possible: AI users want facts, they want to know where the data came from and what criteria it matched on. We have to be working together, AI learns from us and we learn from it. « →

"People keep collecting data but they often don't know how to maximise the benefit of it."



Rate the importance of Ethics in UX in the near future compared to today.

Are there ethical concerns that need to be considered when implementing AI technology?

» We have to remember the human users and that real people are involved or impacted in AI work. Providing the right intentions and the right framing of problems is vital. We should be constantly reviewing whether we're doing the right thing, ethically and professionally, and that there's rigor around this process. We have to ensure that AI is not overstepping boundaries, breaking regulations or putting people at risk. With any emerging technology, it comes down to whether its utilised correctly. We need to focus on how we can create human-to-machine partnerships that deliver positive outcomes. Personally, I'm optimistic that AI serves a greater good and will deliver positive impact on our lives. «

"I'm optimistic that AI serves a greater good and will deliver positive impact on our lives."



DAVE BOON | BAE Systems Applied Intelligence
 Head of User Experience

Dave Boon is someone who champions great usability, always willing to question if things are really as good as they can be. He has over 15 years of experience in delivering UX strategies and solutions for some of the worlds leading brands. His focus lies on Software as a Service (SaaS), big data analysis, digital transformation and enterprise applications. Dave delivered successful projects through many methods including Agile UCD, LeanUX and DevOps into hugely differing organizations such as start-ups, corporate, retail, supply chain, and government sectors.

VISUAL DESIGN

Constant Desire To Connect

JOE LANZISERO | Lanzisero

61

Real Connections And Experiences

SKOT CARRUTH | Philosophie

63





CONSTANT DESIRE TO CONNECT

Human connection still dictates UX strategies

KEY TOPICS

- ◇ Human desire for emotional connection will always be there
- ◇ How we engage the customer has changed
- ◇ Analogue characteristics will still be prevalent in the digital world
- ◇ Designers need to be competent in technology

Interview with JOE LANZISERO from Lanzisero Conducted at the World Usability Congress , Oct 17th 2019

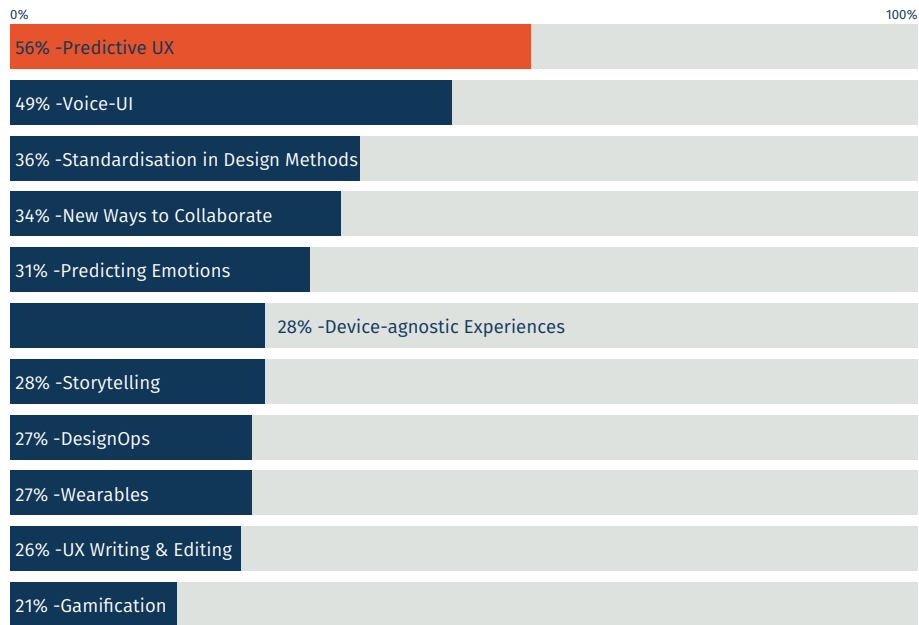
What difference do you find in the customer experiences between the present and the past 20 or 30 years?

» Some things don't change, such as the desire to have some kind of emotional experience. Whatever experiences we create must connect with people on a human level. Through the experience, you hope that they might think differently about something, laughed, cried or were entertained in some manner, all this creating some deeper emotional connection with the experience. You also need to consider how the story informs the experience and engages emotional components. However, the way we deliver these experiences and the pace of its delivery has changed. People have a much higher rate of visual literacy. They digest information faster, and their attention span is shorter. As a designer, you have to acknowledge that and ensure that the information is clear and concise. I try to get down to the core of the experience and strip away all the excess. I try to make it as simple as it can be and then go back and add in the nuances and details to support the core experience, without slowing it down. That is what has changed. The core storytelling and emotions should be constants; it is just how you deliver it. «

"People have a much higher rate of visual literacy. They digest information faster, and their attention span is shorter. As a designer, you have to acknowledge that and ensure that the information is clear and concise."

What impact will the short attention span have on design and customer experience?

» The digital world is now so prevalent that everybody defaults to a computer or a smartphone. If you want to shop or book a ticket to travel or transfer money to your friend you use those devices. It's super convenient, and if designers have done their work well, it's easy to use. All that is great, but I also believe the core human experience and the desire to interact with humans will always be there. →



Other frequent mentions: Machine Learning, Service Design

What major UX trends do you see for 2020? (Multiple Choice)

So maybe at some point, the focus is going to shift a bit back to the analogue world. I think we are finding a point of equilibrium where technology will continue to move forward, making our lives easier and will simplify things, but be balanced with some degree of real human interaction. «

What should designers keep in mind to create a more relevant experience?

» The world is getting faster, and the world is getting smarter. By that, I mean we can access more information with greater ease. You can reach into your pockets and have the answer to practically any question. Therefore, competency in technology is the new and necessary skill set. As a designer, you need to be well-versed in technology or surround yourself with people that are, and know what question to ask. That is important. «

Tell us in one sentence what the upcoming UX trend will be.

» I hope the trend is a continuing growing awareness of the user, and that the designers continue to remember human condition, and bring humanity to what we do, and truly care about the user in a way that what we are delivering fulfills and satisfies the users at all levels, intellectually, emotionally and spiritually. «



JOE LANZISERO | Lanzisero

Former Disney Creative Senior Vice President, Lanzisero

Joe Lanzisero is a creative executive in charge of projects for Walt Disney Imagineering. Joe was responsible for the creative development of the two newest ships for the Disney Cruise Line and oversaw the teams that designed these new state-of-the-art ships (Disney Dream and Disney Fantasy) which launched in 2011 and 2012 respectively. Many features such as the innovative dinner show “Animation Magic” and the inclusion of an onboard water coaster (the AquaDuck) are cruise industry firsts.



REAL CONNECTIONS AND EXPERIENCES

Meaningful interaction and balanced design

KEY TOPICS

- ◇ The future of GUI and Voice Design
- ◇ The key to good design
- ◇ Technology for real connections and real experiences
- ◇ Differentiating between having a mission and looking for a solution

Interview with SKOT CARRUTH from Philosophie

Conducted at the World Usability Congress , Oct 17th 2019

What do you think of the future of GUIs? Is there a future or is voice taking over?

» Voice still has a long way to go. But I hope that there is a future for it because right now, nearly everywhere I go, I look around and people are glued to their screens. This type of device-addiction is worrisome. I hope for more naturally embedded interfaces in the future so that we will spend less time looking at our phones and more time looking each other in the eyes.

"I hope for more naturally embedded interfaces in the future so that we will spend less time looking at our phones and more time looking each other in the eyes."

Currently, we are creating too much software for too many purposes and a lot of the time they are superfluous. I am a big advocate for technology that enables us to have real connections with people and have real experiences. «

What makes a visual design a good visual design?

» If the design gets the job done, then it's good. First you need to define what that job is, define your goals, and start from there. The only way you can create an absolutely perfect and flawless design is when you design for only one user: You can communicate with that user, test many ideas, continue to evolve them and eventually you may achieve perfection. But the reality is that you always need to find a balance. There are trade-offs to be made between business goals and user needs, between different preferences or different contexts. A good design is a design that balances these factors in a way that the goals are maximised. « →



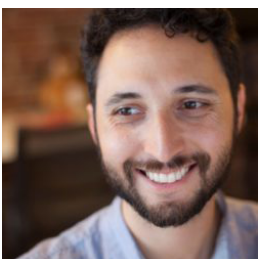
Rate the importance of voice control in the near future compared to today.

What are some challenges in early-stage projects?

» I've worked with many people who have a mission. However, a mission can be confused with the specific solution that they believe will help them complete the mission. Often when people start designing a product for a problem, they already have an idea on how to solve it. They already have the solution in mind.

"It is crucial that you are willing to change whatever your idea of the solution is to what works best."

But it is crucial that you are willing to change whatever your idea of the solution is to what works best. This is where you have to be clear and precise about your impact, about the change you want to create. And when you find something that works, you have to try and optimise it as often as possible, to maximise the results. «



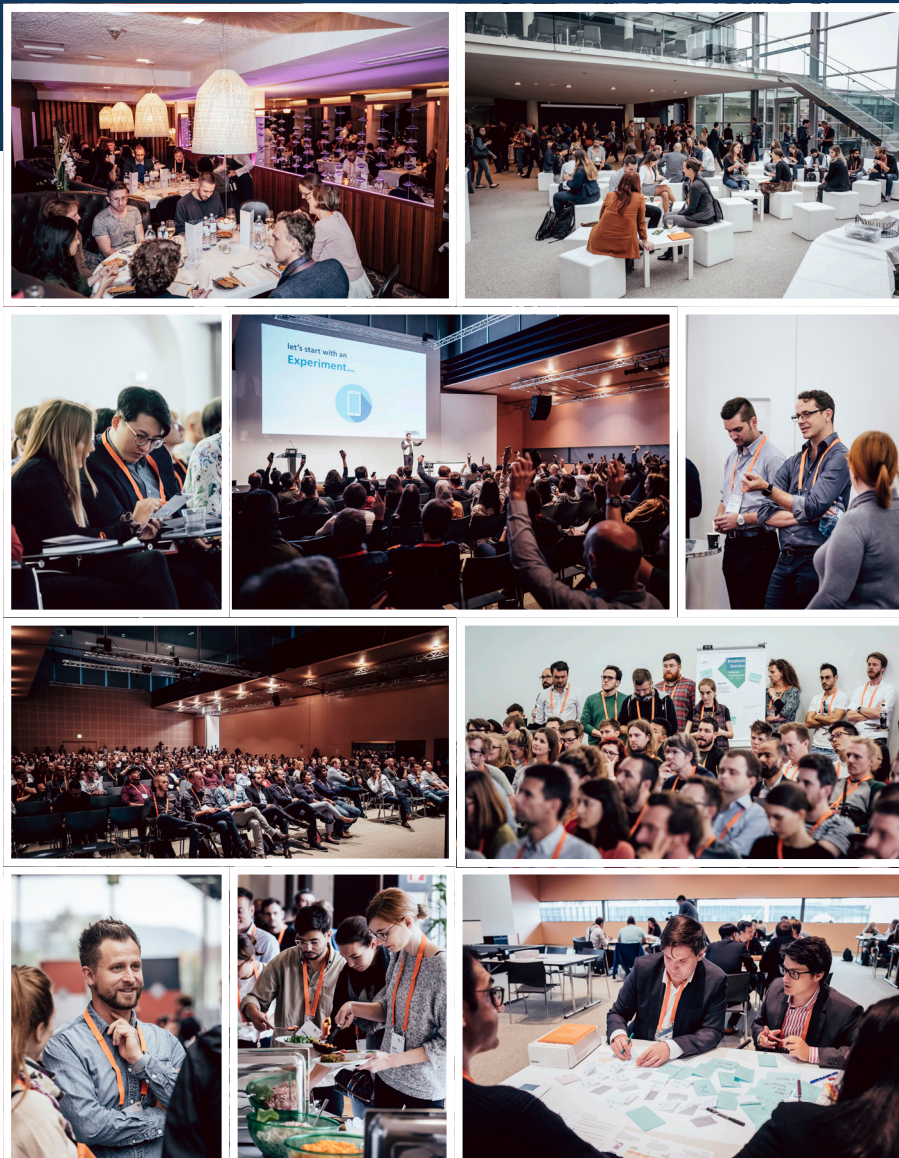
SKOT CARRUTH | Philosophie
 Chief Executive Officer

Skot Carruth is the CEO and co-founder of Philosophie, a digital innovation firm with offices in Los Angeles and New York City. Philosophie helps organisations validate and develop their promising ideas through agile design, rapid prototyping and software craftsmanship. Skot is passionate about design and entrepreneurial education. In addition to co-authoring General Assembly's UX design curriculum, Skot speaks regularly at design and entrepreneurship conferences, UCLA's Anderson School of Management, various startup incubators, and local meetups.

THE WORLD USABILITY CONGRESS 2020

Save the Date - 21st & 22nd of October 2020

The World Usability Congress is a two day international UX conference. In 2020 it will take place for the eighth time in Graz, Austria. We invite over 40 speakers from different industries to share their real-world UX challenges and collaborate with our attendees in multi-disciplinary workshops.



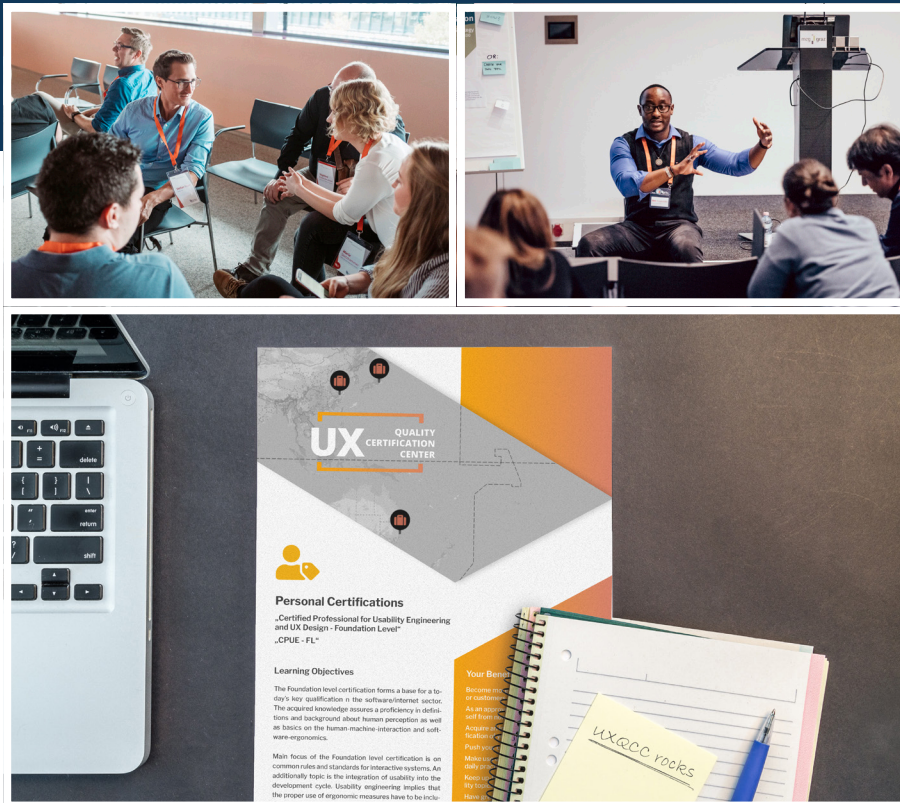
www.worldusabilitycongress.com



THE UXQCC

The User Experience Quality Certification Center

The UXQCC develops and maintains certificates for user experience and usability professionals, for companies and for products. UXQCC certifications are valued by UX organizations and companies worldwide. Theoretical knowledge, practical skills and didactic excellence are combined to form one of the world's most advanced schemes for UX education.



www.uxqcc.com

You can choose to either develop your User Experience Skills during a workshop, guided and held by an expert from the UXQCC Network, or to receive the syllabus and study by yourself for the exam.

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 needs to fulfill the tasks of an UX professional.



AKNOWLEDGMENT

This Report wouldn't be possible without the following people

We would especially like to thank all of the speakers from the World Usability Congress 2019 who agreed to participate in this year's UX Trend Report as well as all the people who were involved in crafting this magazine.

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Philipp Toblier

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Sebastian Wöhrer

Tamara Kober

Tate Lin

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World Usability Congress

THANK YOU!

The UX Trend Report is all about sharing knowledge and promoting UX as a whole. That's why this report is free of charge and solely funded by its sponsors and the World Usability Congress. If you enjoyed reading this year's report, feel free to help us spread it and connect with the World Usability Congress on Social Media to stay up-to-date for next year's report.



The UX Trend Report and the World Usability Congress are both products of youspi consulting GmbH from Graz Austria. Feel free to contact us with any inquiries.

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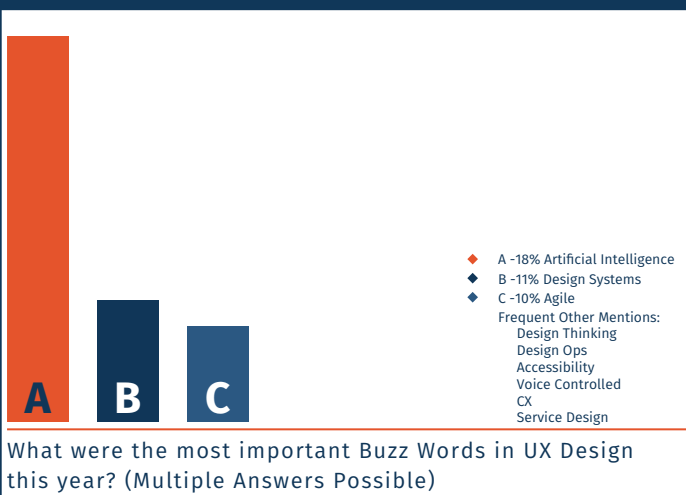
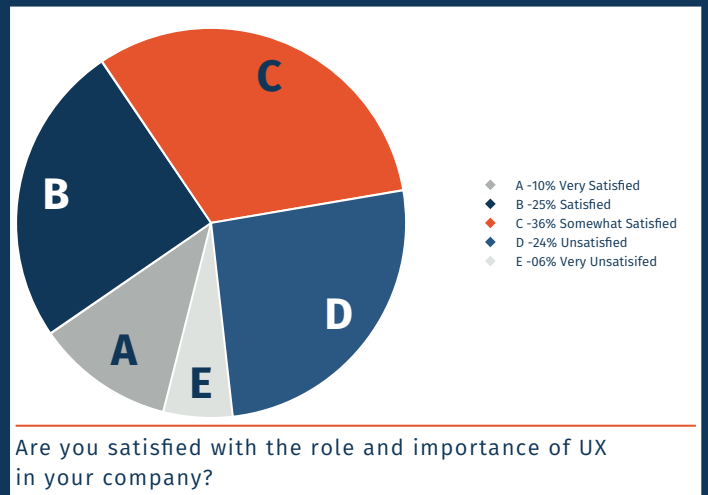
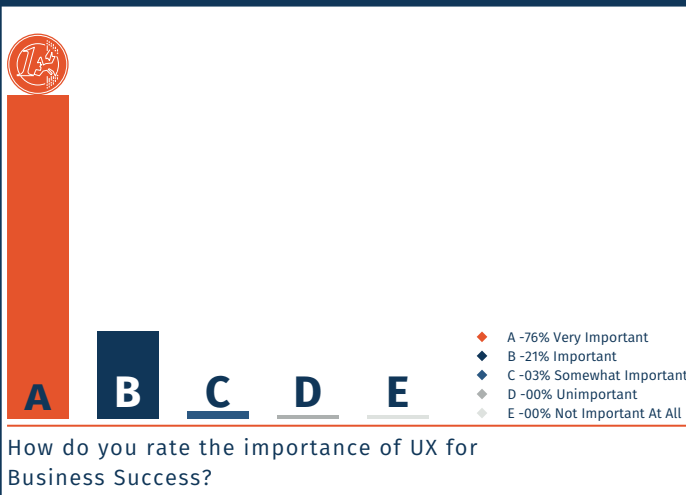
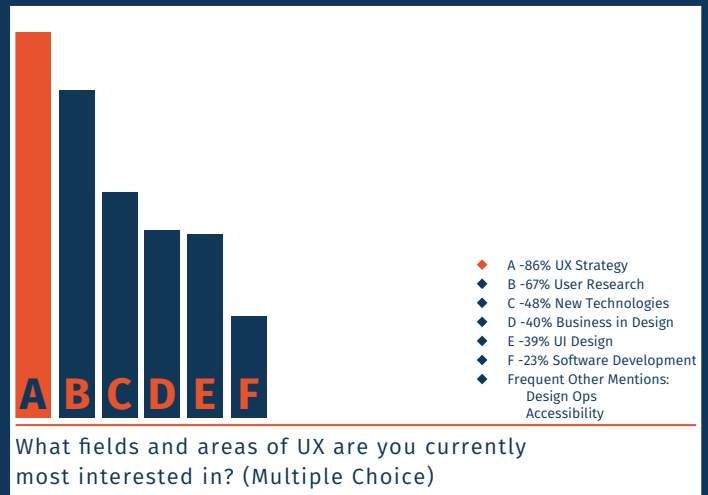
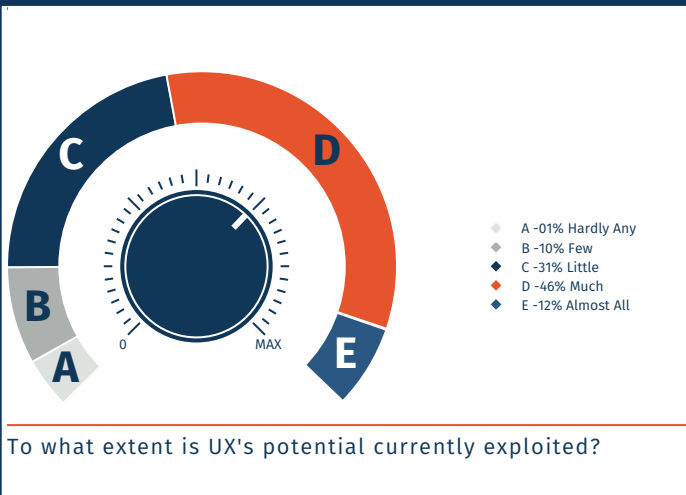


APPENDIX

All Results of the UX Trend Report Survey 2020

In this section of the UX Trend Report you'll find all of the results of the UX Trend Report Survey which was conducted as part of the World Usability Congress 2019 in Graz, Austria.

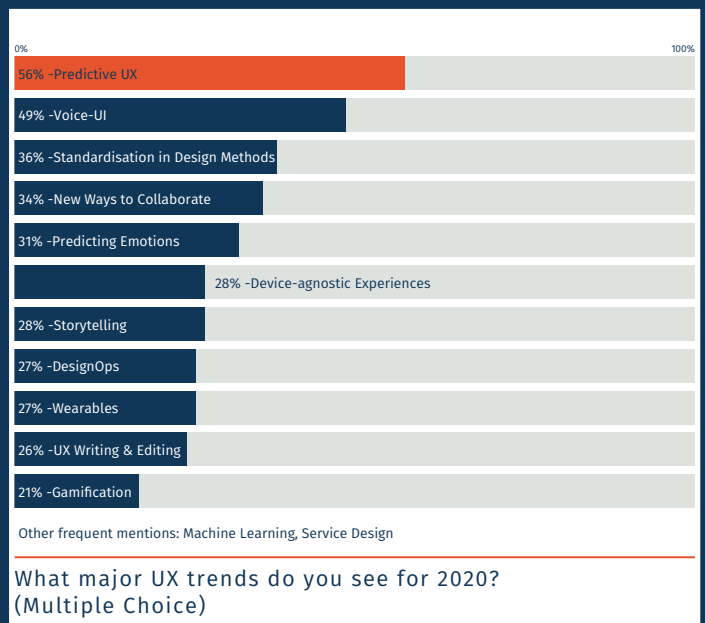
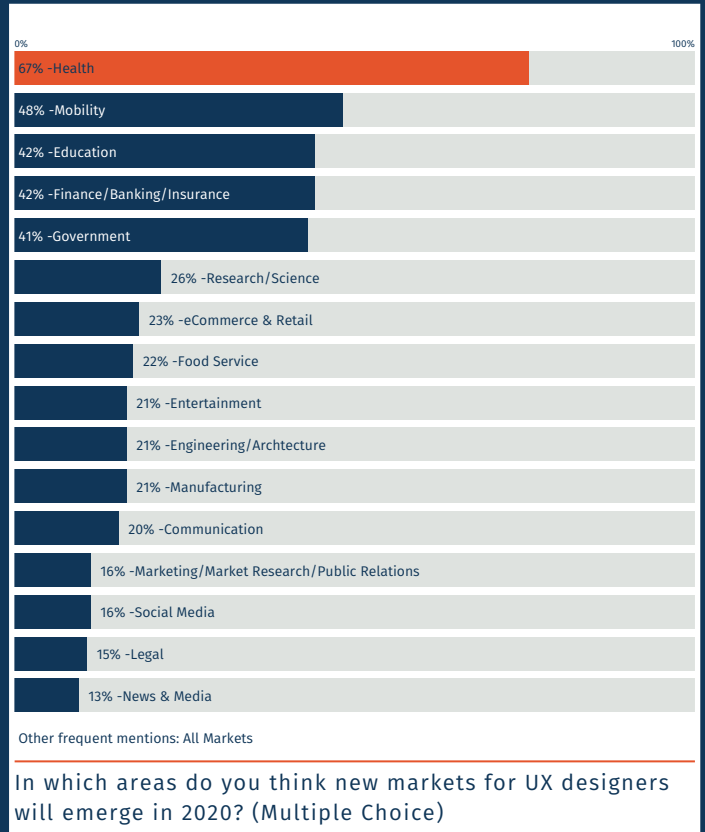
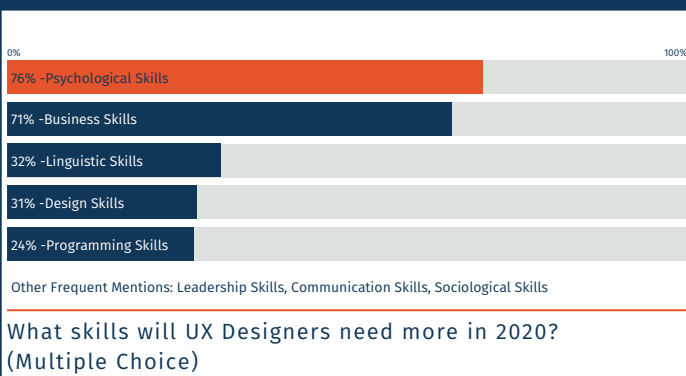
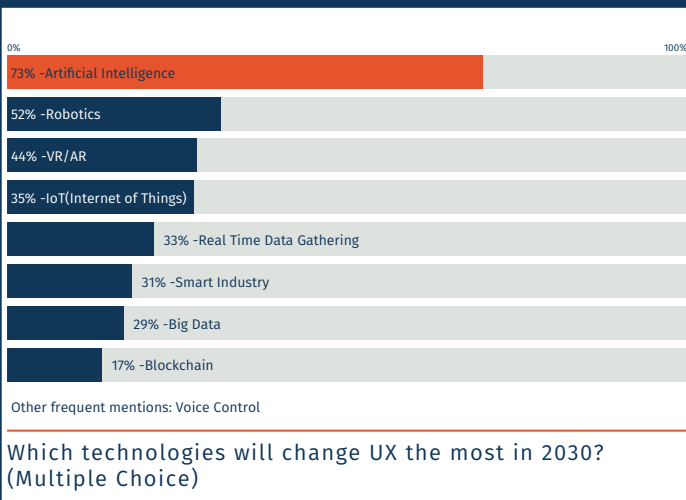
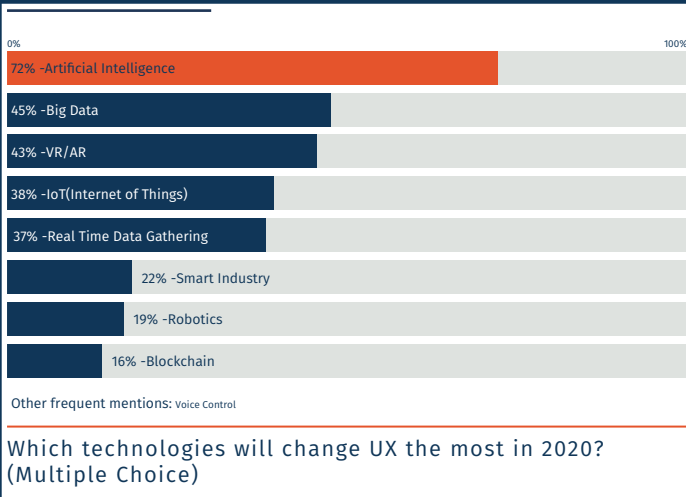
COMMON



APPENDIX

All Results of the UX Trend Report Survey 2020

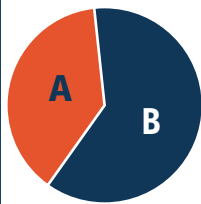
FUTURE TRENDS



APPENDIX

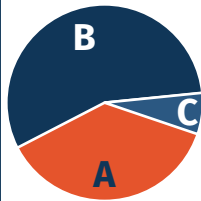
All Results of the UX Trend Report Survey 2020

MEASURING UX



- ◆ A -36% Yes
- ◆ B -64% No

Do you measure the impact of UX in your company?



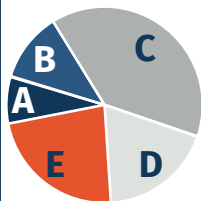
- ◆ A -32% Link KPI's
- ◆ B -59% User/Client Involvement
- ◆ C -09% Business Growth

How do you measure the impact of UX in your company?



- ◆ A -34% No Resources
- ◆ B -19% Unsure How To
- ◆ C -14% Not yet
- ◆ D -13% Different Priorities
- ◆ E -12% No General Interest in UX

Why don't you measure the impact of UX in your company?



- ◆ A -08% Always
- ◆ B -14% Regularly
- ◆ C -36% Sometimes
- ◆ D -19% Seldomly
- ◆ E -22% Never

Do you link UX KPIs to Business KPIs?

APPENDIX

All Results of the UX Trend Report Survey 2020

FUTURE TRENDS

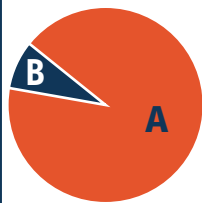
	Not Important	Less Important	Unchanged Important	More Important	Of Utmost Importance
Remote Working	03%	04%	16%	54%	23%
Chat Bots	03%	13%	27%	52%	05%
VR/AR	01%	04%	24%	62%	10%
Ethics in UX	01%	02%	12%	46%	39%
AI&Robotics	00%	02%	07%	65%	26%
A/B Testing	01%	12%	50%	24%	12%
Accessibility	00%	02%	25%	40%	33%
Agile	01%	10%	41%	32%	16%
Card Sorting	04%	21%	62%	12%	01%
Customer Experience	00%	01%	18%	46%	34%
Flat Design	07%	36%	41%	14%	02%
Gamification	02%	20%	38%	36%	04%
Lean UX	02%	08%	39%	44%	08%
Open Source	02%	08%	40%	39%	11%
Personas	03%	17%	54%	20%	06%
Responsive Design	02%	07%	43%	28%	11%
SEO	03%	12%	48%	26%	11%
Artificial Intelligence	01%	01%	11%	61%	27%
Big Data	01%	02%	23%	51%	23%
Eye Tracking	03%	17%	53%	22%	05%
IoT (Internet of Things)	02%	05%	28%	52%	13%
Autonomous Driving	01%	03%	17%	60%	18%
Kinetic Typography	03%	08%	51%	36%	02%
Micro Interactions	00%	04%	37%	50%	09%
Voice Control	00%	04%	19%	57%	20%
Transactional Social Media	00%	08%	46%	42%	04%
Biometrics	00%	04%	32%	53%	11%
Personal Advertisement	02%	12%	41%	38%	07%
Blockchain	02%	10%	48%	37%	03%
Real Time Data Gathering	01%	02%	24%	54%	20%

Rate the following topics and their importance in the near future compared to today.

APPENDIX

All Results of the UX Trend Report Survey 2020

WORK



- ◆ A -93% Yes
- ◆ B -07% No

Will the work of UX Designers change over the course of the next 10 years?



- ◆ A -(32 Mentions) Shift to business Level
- ◆ B -(16 Mentions) Automation of many Tasks
- ◆ C -(12 Mentions) More holistic approach
- ◆ D -(12 Mentions) Great need to adopt to new technologies
- ◆ E -(10 Mentions) Professional Specialisation

How will the work of UX Designers change in the next 10 years?



- ◆ A -(18 Mentions) UX Writer
 - ◆ B -(16 Mentions) Conversational/VUI Designer
 - ◆ C -(10 Mentions) UX Psychologist
 - ◆ D -(9 Mentions) UX Manager
 - ◆ E -(9 Mentions) AR/VR Expert
- Other Frequent Mentions: Analyst, Strategist, Experience Designer

What new jobs will evolve for UX Professionals in the next 10 years?